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newsweekly for pharmacy

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**Pharmaceuticals
output rises**

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CHEMIST & DRUGGIST

112th year of publication Vol. 196 No. 4774

The newsweekly for pharmacy

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Published every Saturday by
Benn Brothers Ltd, Bouverie House,
154 Fleet Street, London, EC4A 2DL
(01-353 3212)

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061-872 5151

Subscription Home and Overseas £8 pa;
£0.30 per copy (including postage)

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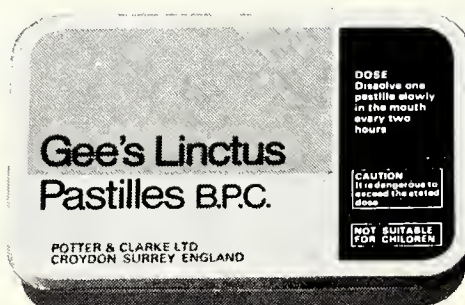
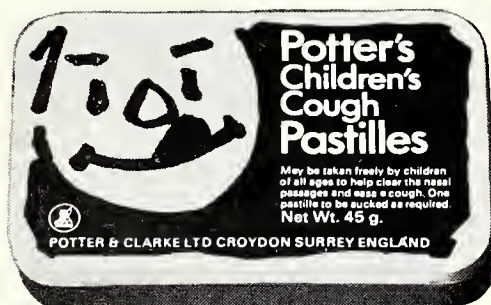
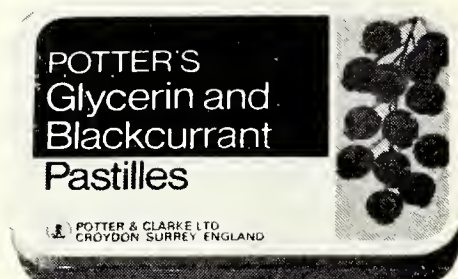
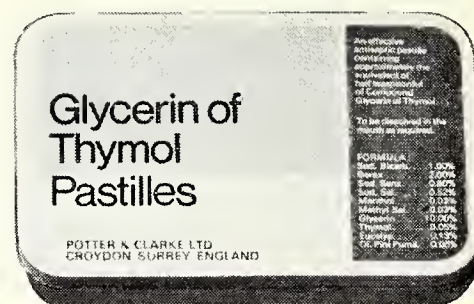
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'Pill' sampling scheme: talks next week

Ortho Pharmaceutical Ltd are suspending implementation of their Ortho-Novin 1/50 sampling scheme (last week, p. 249) pending discussions with the Ethical Committee of the Pharmaceutical Society, and the National Pharmaceutical Union.

A meeting is to be held between the three parties on September 8. The NPU will be represented by Mr A. Aldington, a member of the Executive, and Mr J. Wright, director of the NPU group.

Mr Wright told *C&D* this week that he sympathises with the company's desire to get samples out of the doctor's surgery and hopes that the meeting will result in an acceptable scheme being devised for their distribution through pharmacies.

Answering criticism of their scheme on ethical grounds, Ortho Pharmaceutical have issued a statement saying that the scheme applies by definition, only in the context of oral contraceptive prescribing. "It is an important distinction to make because a 'starter pack' is already accepted as a means of evaluating formulations in relation to individual patients.

"The Ortho scheme bears little resemblance to the scheme proposed by another company last year, in that oral contraceptives are not normally presented on an EC 10 and also the scheme does not seek and will not receive confidential information from the prescriptions in question."

The company question whether the Society wishes "to restrain their members from professional participation in a prescription scheme which, for the first time, places the dispensing of oral contraceptive 'starter packs' in their hands."

Display exhibition for Olympia

The National Display Equipment Association has announced that its annual exhibition formerly known as Display Market Week, is to be renamed "Intershop."

The 1972 exhibition will for the first time move to the Empire Hall, Olympia, London W14. Dates are January 9-12, 10am to 6pm daily.

Visitors will be able to see the latest trends in display and shop equipment.

More medicines production in W Europe

Western European pharmaceutical production in 1970 was some \$5,000m at manufacturers' prices which represents an increase of 25 per cent over 1967 says a recent report published in the United States.

Stating that in most countries outside the US it is difficult to obtain precise market research data the report mentions that no country is self-sufficient in pharmaceuticals and a substantial proportion of a country's output is frequently exported.

The US has lost its position as the world's leading pharmaceutical exporter to West Germany mainly because subsidiaries of the US companies have become leading manufacturers in many European countries, their sales supplanting direct exports.

The information in the report includes production, consumption, trade, prices, legislation and names and addresses of pharmaceutical companies in each country. It was prepared by the London office of Noyes Data Corporation of New Jersey at 2 Bloomsbury Place, London WC1A 2QA (price \$36).

Productivity report

The National Economic Development Office has published its fifth annual report on the general movement of productivity, prices and incomes.

The review covers the whole of 1970, and where reliable data was available, the first quarter of 1971 as well. Separate chapters describe the behaviour of employment incomes, other incomes, productivity, and prices. There are 20 tables and seven charts. This report also takes account of comments and suggestions put forward by members of the National Economic Development Council (Neddy) at their meeting last July.



In training at Basingstoke, recently appointed medical representatives for Duphar Laboratories Ltd. Trevor Wilcox-Jones (right) and Peter Checksfield (second from right), Duphar's two training managers, are seen briefing the new members before they go out into the field

DITB reports on its training success

By the end of the first full year's operations of the Distributive Industry Training Board, registered firms had training systems in force covering 43 per cent of their total labour force. In addition, over 200,000 employees—19.9 per cent of the registered labour force of 1,150,000—were involved in training courses.

These figures are given in the Board's report and statement of accounts for the year ended March 31, 1971 (HM Stationery Office, price £0.12½). Training figures for the second year's operation are not yet available but the report foreshadows continuing progress.

The period saw the completion of the Board's build-up, and evidence was growing daily of the response to the message "good training is good business."

Good progress was made in encouraging the formation of group training schemes and voluntary associations and the first stage of a research project into occupational skills in distribution was completed. The second stage, an inquiry into the manpower situation in the industry, was started by the Institute of Manpower Studies.

Levy income for the year was £5,042,181 and grants to employers totalled £4,221,567. Only the first instalment of the levy, amounting to 20 per cent, was collected in its entirety. The bulk of the remainder was off-set against grant claims.

The Board made grants of £209,655 to trade associations

and other training organisations; training, information and administrative expenses totalled £721,733 of which £393,686 was spent on administration. A surplus of £193,129 was carried forward to the new financial year.

Leviable firms received an average of £3.14 per employee in grants while the Board's total operating costs, including grants to non-levy paying bodies, training, information and administrative expenses amounted to £0.68½ per employee.

Fight to save pharmacy

The chairman of Liverpool Corporation's Social Services Committee, Councillor Mrs Thelma Norton, has joined the campaign to stop the closure of a pharmacy and other businesses in the village of Gateacre. The owners of the Black Bull public house in the village are planning to extend the restaurant into the area occupied by the shops, which are already owned by the brewery. The pharmacist Mr James Prendergast, who has leased the shop premises for 20 years, has said he will try to seek alternative premises although the brewery's move was unexpected.

Councillor Mrs Norton commented: "I intend to raise the matter at the next City Council meeting. These buildings are among the few remaining examples of a bygone age and they are a feature of Gateacre Brow."

Pharmaceuticals output up 9% in first quarter

Output of pharmaceuticals in the UK during the first quarter of 1971 was up by 9 per cent over the first quarter of 1970, but seen against the last quarter of 1970 it was down by 5 per cent.

A survey of the chemical industry published in *Trade and Industry*, August 26, predicts in the second quarter, output in all the main sectors of the industry will have been only slightly above that of the first quarter and that for the first half of the year it will fall short of the last half of 1970.

In exports pharmaceuticals made the most rapid gain of any of the 13 categories listed; the rise compared with the first half of 1970 being 24 per cent.

Some of the rise must be accounted for in the increased prices charged. During the second quarter, the largest rise was in pharmaceutical chemicals, up 4 per cent, where the level was then over 10 per cent above the corresponding quarter of 1970.

Output of toilet preparations recorded an 8 per cent rise in the first quarter almost wholly accounted for by increased prices.

Information supplied to the Department of Trade and Industry in May suggests that firms in the chemical industry had revised downwards their investment plans since the previous intentions inquiry taken at the end of last year.

India to cut foreign capital

The Government of India proposes to reduce progressively foreign equity participation in pharmaceutical firms. No licences will be issued to foreign drug firms, except in the case of "sophisticated" drugs or where formulation capacity is linked to bulk production, according to the Minister of Petroleum who told the Indian Parliament recently that the Government was also imposing export obligations for the expansion of existing foreign drug companies. The sale value of drugs by firms having more than 50 per cent foreign equity participation, was Rs 1,222 (£68m) in 1970.

To improve the availability of drugs, the Government had proposed to import additional quantities of bulk drugs through the State Trading Corporation.

C&G dispensing course by correspondence

A correspondence course leading to the dispensing technician examination of the City & Guilds of London Institute is now available from the Pharmacy Assistants Training Board. The course, intended to be used in areas where no college course is available, is designed to be followed by the student under the direct supervision of a pharmacist appointed by the employer or under the supervision of the pharmacist employer himself.

All the necessary lessons are provided in an attractive course file. Lessons completed by students are returned for marking by expert tutors, so that the student has the benefit not only of the advice and guidance of the pharmacist supervisor, but of the overall check applied to ensure that an even standard is attained.

The course is purchased by the employer and the fee is £30 for the two years. Full details and an application form can be obtained from: The secretary, Pharmacy Assistants Training Board, 321 Chase Road, London, N14 6JN.

Retail pharmacists are reminded that members of their staff wishing to study for the dispensing technicians examinations should register with a local College of Further Education during September for day release courses where available.

Delivery service to be stopped

A newly-established prescription service must stop because it is uneconomic, the Lancashire Pharmaceutical Committee has told the parish council at Much Hoole, near Preston.

The parish council protest that the decision is premature. The collection and delivery service has been operating since last May in the village which has no chemist.

The Pharmaceutical Committee have said that unless better

use was made of the service it would have to be withdrawn, at the end of the month.

A spokesman for the parish council said villagers had complained that it was costing them too much money to take their prescriptions to the nearest chemists.

"The Lancashire Pharmaceutical Committee wants us to guarantee at least ten items a day."

Mr Verner Lingard, who has been running the service from his shop in Longton, said: "Some weeks there may be three prescriptions. Some weeks there is only one. Many people have to come into Longton to see their doctors and my pharmacy is only 150 yards away for them. But there is a doctor in Much Hoole and this is where the difficulty arises."

Mr Andrew Metcalfe, secretary of the Lancashire Pharmaceutical Committee said that as the main difficulty seemed to be the cost in travel it would appear that the local authority would have to subsidise the service.

Clinical pharmacy symposium

A "clinical pharmacy" symposium is to be included in the programmes of the annual conference of the Yorkshire faculty of the Royal College of General Practitioners.

The symposium, "Towards a safer drug," is on the morning of Sunday, September 12, and forms part of the overall theme of the conference—emphasis on the fact that adverse reactions can accompany the beneficial therapeutic advantages of drug treatment.

Inclusion of specialist sections is an experiment by the organisers, representing recognition that many professional services contribute to the medical treatment of the sick.

Speakers at the clinical pharmacy symposium are Dr F. A. Fairweather, senior medical officer, Committee on Safety of Drugs; Professor G. D. H. Leach, professor of pharmacology, University of Bradford; Dr R. M. Rye, lecturer in pharmaceuticals, University of Bradford; Dr B. A. Whittle, divisional manager bio-sciences, pharmaceutical research laboratories, Reckitt & Colman Products Ltd; Mr C. Hetherington, group pharmacist, The General Infirmary, Leeds. Venue is Leeds University.

Further details are available from Dr D. H. Judson, conference secretary, 39 Low Ash Road, Wrose, Shipley, Yorks.

Contraceptives trial finds for the IUD

No significant weight changes were found in women taking oral contraceptives in a trial involving 218 patients attending Family Planning Association clinics. But another 54 using an intra-uterine device showed an overall gain in weight.

The trial concludes that women identified as having histories of depression and severe premenstrual weepiness should be advised to use methods other than oral contraceptives.

Such women were found to be in the group (25 per cent) who stopped employing this method during the first year of use because of side effects, the most common of which were headaches, depression and loss of libido.

In the survey reported in the *British Medical Journal* 37 per cent of women remained on the same oral contraceptives for one year. Though they experienced a progressive improvement in mood, they had an increase in incidence of moderate or severe headaches.

The intra-uterine device was acceptable to 74 per cent of women, the only adverse effect being breakthrough bleeding. The improvement in mood and the increase in libido in the IUD group suggest that this is a safe acceptable method of contraception say the authors.

Short measure at sea

A purchaser of a small bottle of perfume on a cross-channel ferry asked Crewe, Ches, weights and measures office to check the contents. The contents were found to be nearly half below stated quantity but no action was taken because of where the transaction occurred. Giving this information in his annual report the chief inspector said that later the purchaser was "generously" compensated by the shipping company.

Health centres in Middlesex

Middlesex Pharmaceutical Committee considers there is no need for pharmaceutical departments to be included in any future health centres in the Committee's area, as, it says, the number of pharmacies and their dispersion throughout the various districts is sufficient to meet all demands for dispensing prescriptions.

Scowen warns on aspirin products

Concern over reports of peptic ulceration and/or haemorrhage associated with effervescent preparations containing aspirin has led the Committee on Safety of Drugs to stress its view that such products should not be promoted for relief of stomach disorders, including gastric upsets and heartburn. However, the committee's report for 1969 and 1970 says, it was concluded that the evidence available did not call for a restriction on sale of the products.

The voluntary arrangements with the pharmaceutical industry continued to work smoothly, but there was one instance in which a company marketed products not cleared by the committee.

In 1969 the number of drug submissions continued to increase, there being a total of 935 for consideration during the year. In 694 cases the committee had no objection on grounds of safety to proposals for marketing or clinical trial.

Referred back

In 33 cases the Committee did not agree with the proposals. At the end of the year further information was awaited on 47 submissions which had been referred back to the applicants. Of the remaining 161 submissions, 75 were still under consideration and 86 had been withdrawn or were regarded as being withdrawn because the applicants had not responded after a considerable time to the Committee's request for further information.

In 1970 714 new submissions were received making a total of 836 for consideration during the year. In 499 cases there was no objection to marketing or clinical trial; in 53 cases the Committee did not agree with the proposals. 137 submissions were still under consideration, and 79 had been withdrawn at the end of the year.

As in previous years the great majority of drugs submitted to the Committee were reformulations or mixtures of established drugs. In 1969 sixty-six were new drug substances—an increase of 10 over the previous year; in 1970 sixty-nine were new drug substances.

The Committee registered 4,463 notifications of suspected adverse reactions during 1969. "This was a welcome increase over the 3,446 received in 1968 and gave rise to hopes that doctors generally were becoming more alive to the importance

of keeping the Committee informed." The number of reports received by the Committee in 1970—3,601—was, however, smaller than in the previous year.

Chemical ITB's levy success

Only 10 per cent of the Chemical and Allied Products Industry Training Board is now collected in cash, says the Board's annual report (HM Stationery Office, price £0.35). This is as a result of netting grants against levy.

A preliminary analysis indicates that overall expenditure on the 1969-70 grants scheme was close to the estimate. The number of levy paying firms claiming grants increased to 69.4 per cent, covering 91.3 per cent of employees within scope. Grants for training staff rose to 21.1 per cent of the total grant and compared with the Board's 1968 survey, the numbers employed doubled.

Firms qualifying for Management Training and Development grants have increased in number from 27 per cent to 36 per cent, while 24 per cent of registered firms qualified for the newly introduced sales system grant.

The scope of the Board has enlarged slightly with the inclusion of certain chemical and pharmaceutical marketing firms in response to representations from trade associations. The number of establishments has now reached 3,702 and the employees a total of 465,000 with a payroll of £625m, an increase of 9.7 per cent on the previous year.

Minor illnesses 'not tolerated'

Increases in sickness absence from work over the past 15 years probably reflect a decline in the amount of discomfort people are prepared to suffer, says the Office of Health Economics. Minor ill-health is now no longer ignored or tolerated, it is suggested.

Among the "relatively minor causes" now in evidence are



Dr G. H. Macmorran

nervousness, debility, headache, sprains and strains.

An OHE information sheet, published this week, records that in the year ending June, 1969, there were almost 9.8 million spells of sickness absence in Great Britain accounting for a total of 329.4 million working days lost—an average of over 15 days lost per person insured. The number of spells has increased by almost 50 per cent since 1954, and although the increase over 1968 is marginal, the underlying trend continues upward.

The largest single cause of absence was bronchitis, which accounted for 11.3 per cent of the days lost in 1968-69, and nearly £40 million in sickness benefits. Respiratory diseases as a whole accounted for a quarter of Britain's sickness absence.

The cost of sickness absence to the Exchequer in sickness benefit in 1968-69 was £348.4m, but in terms of lost production the cost is estimated at over £1,300m.

Export drive in Finland

Six pharmaceutical companies, sponsored by the Department of Trade and Industry, will represent Britain at Finland's international medical exhibition in Helsinki, November 14-19, announces the Association of the British Pharmaceutical Industry.

British medicines exported to Finland (population 4.7 million) are worth £1.7 m a year, compared with total medicines exports from UK of more than £140m.

Death of Dr G H Macmorran

On August 27 the death occurred in hospital of Dr George Harley Macmorran, JP, PhD, FPS, resident secretary of the Pharmaceutical Society, Scottish Department, 25 Milton Road East, Edinburgh.

George Macmorran qualified as a chemist and druggist in 1931 and as a pharmaceutical chemist the next year. He was an assistant lecturer in the School of Pharmacy, Dundee Technical College, 1933-1938, before joining Duncan Flockhart, Edinburgh as laboratory manager.

Research in the chemistry department at Edinburgh University brought him the degree of Doctor of Philosophy in 1949.

He became a member of the Scottish Health Services Council in 1959 and was joint secretary of its standing Pharmaceutical Advisory Committee.

He is survived by his wife, a son and a daughter.

Mr Desmond Lewis writes: George Macmorran was my friend and colleague for more than 20 years, and in both capacities I shall miss him greatly, in every sense of the word he was a gentle man, but his gentle and courteous manner did not conceal his strength of character and convictions. He had a knowledge of pharmacy which represented a life time of experience gained in all branches of practice, in teaching and in administration. While he served the profession as a whole, he always had in mind the particular interests of the profession in Scotland, and no one had a better knowledge of Scottish affairs and problems in pharmacy.

All who knew George will long remember his many qualities with both affection and gratitude.

Mr A. Cowan writes: The sudden death of George Macmorran leaves countless pharmacists over the whole country with a deep sense of personal loss, not merely the loss of a colleague but of a wise counsellor and friend. It was my great privilege to work closely with Dr Macmorran over the past 10 years in which time I came to know and admire the qualities of George, the man. It was his profound Christian faith and the loving devotion of his wife, Jess, which replenished the reservoirs of his strength and enabled him to carry on though dogged by indifferent health.

George brought his many quali-

Continued on p 284

ties, integrity, sincerity, insight, compassion and a unique sense of humour. For George no beating of drums, no clashing of cymbals but rather "the calm approach" which to me was the very essence of the man.

Dr George Macmorran leaves a lasting mark in the annals of pharmacy; George Macmorran leaves a warm remembrance in the hearts of those who were privileged to know him and work with him.

Mr J. B. Grosset writes: Pharmacists North and South of the Border will join me in mourning the death of George Macmorran. It was my privilege and pleasure to work closely with him since 1951. It was my privilege, as chairman of the Scottish Executive in 1958 to inform him that he was the unanimous choice of the Executive to succeed Dr David McCall to whom he had been assistant for some ten years.

To become successor to predecessors of the calibre of David McCall, Joe Tait and the legendary Rutherford Hill must have been a daunting and challenging situation. George Macmorran quickly proved, in his own inimitable way, that the tradition of the resident secretary in Scotland was vested in very sound hands.

From my continuing close experience with him at Council level, as joint-secretary of the Standing Pharmaceutical Advisory Committee, as joint-secretary of the Grosset Committee as well as being my colleague on the Scottish Health Services Council since 1959 I would say that he was an amalgam of his three illustrious predecessors. A logical thinker like McCall, possessing the great gift of Joe Tait in attracting friends in pharmacy and in the other professions and like Rutherford Hill, though in a much less demonstrative manner, to attract the total respect for his faith in what was right.

A previous illness did leave a moderate physical disability which did not impair his ability to continue in his post nor did it diminish his quiet but extraordinary sense of humour. This I am certain was due to the utter devotion of his wife whose inspiration and support was so total that for years George's ability to fulfil his duties in Scotland and in London was taken completely for granted.

Wherever Dr Macmorran went, be it to St Andrew's House or to a beneficiary of our Benevolent Fund he was treated as a gentleman for he was a gentle man.

COMPANY NEWS

Macarthy's action brought results

The action taken by Macarthy's Pharmaceuticals Ltd in several parts of the group over the last two years has been a significant factor in the improved results for the year ended April 30 states the chairman, Sir Hugh Linstead, in his annual report published this week.

The reorganisation of the group's retail pharmacies, trading as Savory & Moore, has continued during the year and sales exceeded £3m from an average of 55 businesses against £2.44m from 75 businesses in 1967 when they were taken over. During the year under review the retail side achieved profits of £67,584 compared with a loss of £9,689 in the preceding year. The reduction of purchase tax rates in July will represent a loss in stock values to S&M of about £20,000 in the current year, states Sir Hugh. On the wholesale distribution side Sir Hugh says the improved results arise from sales budgets being exceeded and from better control techniques leading to improved trading margins.

Macarthy's Laboratories made a profit of £10,223 against a loss of £19,516 for the previous period. For the current year

forecasts indicate "significantly higher profitability." Macarthy's Laboratories and Savory & Moore now have their separate boards under the executive control of Messrs G. B. Hughes and M. P. Bridger respectively.

Group turnover for the year was £23,856,941 (£21,930,561 for 1969-70) and group profit, before tax, as previously announced (C&D, August 14, p.184) is £695,849 (£401,041).

Ransom's profits up 17 per cent

William Ransom & Son Ltd pushed up their profits by 17 per cent to £131,605, before tax, in the year ended March 31. This was the fifth consecutive year an increase has been achieved says the chairman, Mr M. H. Ransom in his annual statement.

Turnover increased by 20 per cent, the profit increase being less because of higher wages, salaries and insurance premiums.

New plant just coming into production will greatly increase output per man and help offset cost of increased wages, the chairman adds.

Bayer profits in first half

Farbenfabriken Bayer AG shareholders were told last week that pre-tax profits in the first half of this year, at DM250m, were down by 27.9 per cent compared with the first half of 1970. However, the second quarter's profits, at DM141m, were up from £118m in the previous quarter and DM78m in the last quarter of 1970.

Voigtlaender to stop production

The effects of Japanese competition is cited by the chairman of Zeiss-Ikon AG as the reason for the decision to shut down production of Voigtlaender cameras from September 1972. He says that Voigtlaender could not produce competitively-priced cameras in the lower and medium-price brackets.

Zeiss-Ikon and Voigtlaender merged in September 1969.

Chlorotriazine plant opened

Two widely-used herbicide chemicals in the chlorotriazine group, simazine and atrazine are being manufactured in Britain for the first time. Fisons agrochemical division are making them in new plant at their Harston, Cambridge, premises following the termination of the Geigy

patent and the agreement with Geigy under which Fisons imported simazine and atrazine for formulation in England.

Major new product for the British market which results from the development is Simadex containing 50 per cent simazine.

Atrazine has an application for total weed control in industrial situations. It is extensively used in other parts of the world, particularly where maize is the main cereal crop. Fisons' atrazine-based product for maize in Britain will be sold under the trade name Vectal.

Glaxo to expand in W Germany

Glaxo Group Ltd are to set up its own manufacturing plant in West Germany. Negotiations for the purchase of a site should be completed soon but the location has not been disclosed. The cost of the project is believed to be between DM6m and DM7m.

In brief

Photopia International Ltd: Profits, before tax, for the year ended April 30, were £143,060 against £41,317 in the previous year. Dividend is 20 per cent, against 7½ per cent last year. Turnover for the first three months of the present year is up 25 per cent on comparative period, itself a record.

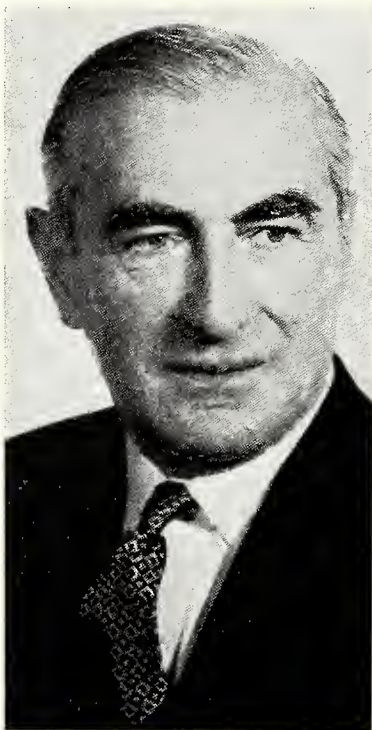
Steetley Co Ltd: Under an arrangement to supply "know-how" and technical information to the Shin Nihon Chemical Industry Co Ltd, Steetley has assisted in the design and commissioning of two multiple hearth furnaces for the production of calcined magnesias at Minamata, Japan.

Boutalls Chemists Ltd have moved to Petersfield, Lake View Road, Felbridge, Sussex RH19 2QB (telephone: Copthorne 2635). At same time the name of the company was changed to Queen Cosmetics Ltd.

Gnome Photographic Products Ltd's chairman tells shareholders that the results reported in July for the year ended May 31, will continue to be satisfactory.

Rentokil Group Ltd pushed up their profits before tax to more than £1.5m in the first half of the year (from £1.07m in the comparable 1970 period).

Du Pont Fotowerke Adox GmbH has merged with its parent company, Du Pont de Nemours (Deutschland) GmbH. **Butlers Pharmacy** in Mary Street, Dublin, has closed down.



Sir Hugh Linstead

URGENT NOTICE TO MANUFACTURERS & PROMOTERS OF PROPRIETARY REMEDIES

If you wish your products to be considered
for the General Sale Lists, read on.

The Medicines Commission is about to advise the Health and Agriculture Ministers which over-the-counter remedies should be permitted under the Medicines Act 1968 to be sold through retail outlets other than pharmacies.

This applies to all medicinal preparations for human or veterinary use.

When the statutory General Sale Lists of preparations are in operation, **no others may lawfully be retailed except through pharmacies.**

If you wish your products to be considered for inclusion, notify The Medicines Commission, Finsbury Square House, 33/37A Finsbury Square, London EC2A 1PP by 30th September 1971. **Particulars**

required for each product:

Name; pharmaceutical form; formula; presentation (including pack size); all indications for which the product is promoted; recommended dosage or method of use; present retail outlets; current status under poisons legislation.



ISSUED BY DHSS
FOR THE MEDICINES COMMISSION

PEOPLE

Mr George Wallace, chairman and managing director, Wallace Cameron and Co Ltd, Glasgow, has presented a silver cup for competition among member companies in the industrial savings league for the south-side of Glasgow.

Miss Veronica Davis, MPS, was recently elected president of the International Pharmaceutical Students Federation at their congress in Copenhagen.

Two other British delegates will also serve on the executive, **Mr Peter Sharott, MPS**, as general secretary and **Mr Umakant Patel** as treasurer.

Deaths

Logan: Suddenly, on August 21, Mr Robert Martin Logan, MPS, 63 Decoy Drive, Hampden Park, Eastbourne, Sussex, Mr Logan qualified in 1933.

Joiner: On August 16, Mr William Burns Joiner, 14 Thomson Drive, Bearsden, Glasgow, aged 70.

Mr Joiner qualified as a pharmacist in 1925 and trained in his late father's pharmacy at Nairn, before joining Burroughs Wellcome & Co in July 1930. He worked as a foreign representative in India for seven years, returning to England as a UK medical representative. From 1943 he was a zone executive with the company's overseas division until 1945, when he returned to Scotland as a representative until his retirement in January 1966.

A colleague writes: "Willie" Joiner will be remembered by all for his never failing courtesy, sincerity and integrity which earned for him the respect and affection of his colleagues and of the many doctors and pharmacists he met during his representative career in the UK and India.

Mr Joiner leaves a widow, Nan, also a pharmacist, and a son.

Appointments

Vestric Ltd have appointed Mr T. E. Jackson an area sales manager in the company's central division.

Mr Jackson joined Evans Medical Ltd in 1956 and worked as a chemist representative with Evans, and latterly Vestric. He was later appointed

assistant branch manager at the Rowland James branch of Vestric in Cardiff, and, until recently was assistant branch manager of the company's Speke branch.

Mr G. Sleigh has been appointed assistant branch manager at the company's Heywood branch.

Izal Ltd have appointed Mr Brian C. Caldwell manager of their trade sales department. He takes over from Mr John Mycroft who became Izal's general sales manager recently.

Barclay & Sons Ltd have appointed Mr W. W. Gerrard, joint managing director.

NEWS IN BRIEF

□ Phillips Associates, consulting chemists, 180 Rush Green Road, Romford, Essex, have published a list of more than 100 process outlines related to pharmaceuticals, fine chemicals, etc. It is available free to bona fide inquirers who enclose with their request a large stamped and addressed envelope or in the case of overseas inquirers, an addressed envelope.

□ The September edition of the Distributive Industry Training Board's *Training Times* includes a supplement for Scottish levy payers giving details of an appreciation programme for executives and managers of Scottish wholesaling and retailing firms. Scottish education authorities and the Department of Employment have joined forces with the DITB staff to put on 71 short courses and seminars covering finance, merchandising methods, recruitment, human relations and communications, method study, law, computers, management by objectives and instructional techniques.

□ The annual meetings of the National Pharmaceutical Union, the Chemist's Defence Association Ltd, and the Chemists' Sickness and Provident Society will take place at 321 Chase Road, Southgate, London N14 6JN on Tuesday, September 28, 1971. The first meeting starts at 5 p.m.

□ Mr J. Cusack, director for Europe of the US Bureau of Narcotics and Dangerous Drugs, has announced that with the assistance of his Bureau a record 1,359 kg of heroin and morphine base have been seized by police in Europe and Turkey during the first six months of 1971. In France alone, 548 kg of heroin base were seized during the first half of the year.

Topical reflections By Xrayser

Change and progress

Departing for the short break of the week-end has brought home once more the changes in our mode of life—the difficulty, for one thing, of buying one's needs, or what has come to be regarded as those needs. And while one has tried to think that one has moved with the times, a shopping expedition very quickly demonstrates that that is not so.

I can remember thinking—and it does not seem very long ago—how antiquated and conservative in dress were some of my elders in the profession. (One or two even clung to the hard felt hat.) It was not until I set off to the shops the other day that I realised that I was in some danger of filling the gap left by my predecessors. A large establishment describing itself as a gentleman's outfitter did not keep hats. Nobody, I was told, wears a hat nowadays. Yes, they had a selection of shirts. I looked at the kaleidoscopic display with dismay—and came away empty-headed. (A stand of neckties was even more alarming.)

But have I the right to criticise? We still number a few customers who have remained faithful to medicines "prescribed by a specialist" many years ago which, if they have not done a great deal of good, have done no perceptible harm. One or two still take pills which have to be extemporaneously prepared. But problems have begun to arise. The wholesale house from which I have bought drugs for decades no longer keeps the odd ingredient. Aloes, I was informed, was "not available". Could I not put the customer on to a proprietary pill of a laxative description which would be just as good? My helpful friend in the wholesale does not know Miss La Creevy. Long acquaintance with the pill in question has made her a connoisseur, and that delicate interior could have distinguished at once the substitution of Cape for Barbadoes aloes.

Not available

But she is not alone in her difficulties, for there are preparations in the current edition of the British Pharmaceutical Codex which are no longer available. It seems that a computer mind at the centre has calculated the quantity which would require to be sold, in a month or a year, or some such arbitrary division of time, to make the transaction what is currently described as "viable." It does not matter that there may be a physician somewhere who, for his particular purpose, regards his patient as viable and wants to use a certain galenical.

Need is governed entirely by accountancy and no longer by therapeutic demand. Consequently, one finds it necessary to rediscover "*sec. art.*" and to make the preparation in the pharmacy. I have, for want of a manufacturing chemist, had to revert to earlier times and follow a policy of "do it yourself."

Replacement

The return to small-scale manufacturing has given considerable pleasure and satisfaction. But there is a cloud even on that horizon for, on using up stocks of raw materials in the pharmacy, one finds that the wholesaler is unable to replace them. Why? Because there is so little demand that it is no longer an economic proposition to stock them, whereupon the invoice once more states "unobtainable." And yet your markets report last week announces a price for a metric ton of aloes, Cape primes, or Curacao. Why can't Miss La Creevy have her pills?

Advertiser's announcement

Cannon/Kirby babysafe supplement

The Babysafe method of cold sterilisation

The initial brief to our designer was to conceive a system of cold sterilisation, using the stabilised hypochlorite solution method. It was generally thought that existing hardware for this method had certain disadvantages.

For example, some two and a half years ago the market for feeding bottles and teats changed overnight to using a wide neck teat design. The trend had been slowly developing until then, and, although easier to clean prior to sterilising—with the added advantage of ease of use—the wide neck of the bottle made it difficult to remove air bubbles unless it was stood upright. Most domestic methods immersed the bottles horizontally.

In addition, how was the jug—or other accessories—to be sterilised? Teats, for example, float, and therefore need some device to prevent contact with the air.

The Cannon Sterilizer Unit, designed to be used with Kirby Babysafe tablets, the most advanced preparation, overcomes all these problems. In addition, tongs are provided to ensure maximum hygiene, when removing teats and fixing to the locking cap of the bottle, plus a spatula for mixing foods.

And, finally, the design was made as elegant as possible to fit the decor of the modern home, and the best materials used in the construction of the Unit to provide germ-trap-free surfaces, and unbreakable qualities.

That's why the Cannon Babysafe Sterilizer Unit has been selected for The Design Centre in London, as being worthy of design merit and functionally acceptable. Our feeding bottles and teats have been selected, too.

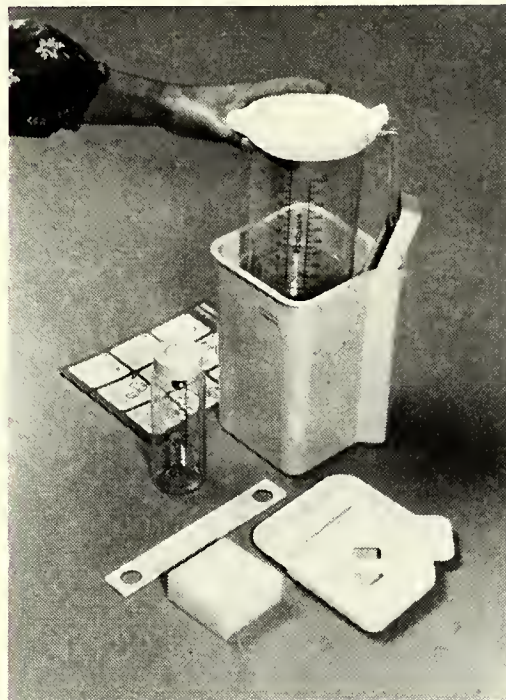
Foolproof method

Nothing is left to chance. The mother only has to drop one sterilising tablet into the tank unit, or, if using liquid, fill the accurately graduated pocket in the base. The tank unit, when filled with tap water up to the top of the arrow mark, is ready for use. The solution is changed every 24 hours—say, first thing each morning.

Convenient and time saving

Cannon Babysafe Sterilizer Unit takes up very little space, approximately $6\frac{1}{2}'' \times 6\frac{1}{2}''$ and yet holds everything needed for a 24-hour feeding period. This is a major advantage to the mother when time is short and baby is hungry—perhaps first thing in the morning. Having made up the solution, the jug and bottle, together with teat and locking cap, can be sterilised in 30 minutes, using Babysafe tablets. Quicker, yet as safe as any other method.

The feed is mixed in the beautifully designed transparent jug and the first bottle filled ready for feeding. The other four bottles, and accessories, can be placed into the unit for filling in another 30 minutes or alternatively left in until required, having put the jug of mixed food into a refrigerator.



babysafe method

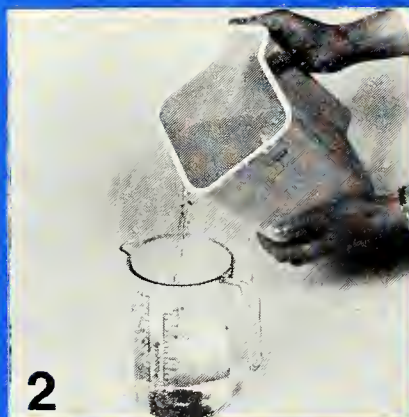
CANNON
babysafe

The complete method of cold sterilization
for feeding bottles, teats & jug...

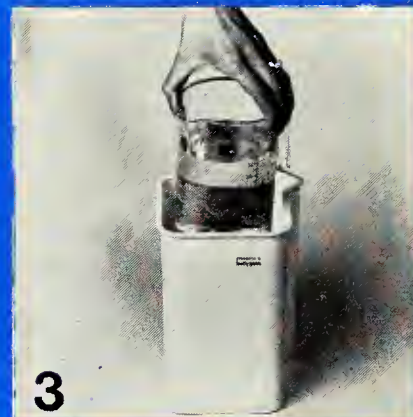
**BABY
SAFE**



1 Fill tank with tap water to top of arrow head. Drop one **BABYSAFE** Tablet into water which will dissolve to give the correct sterilizing solution.



2 Before placing jug in tank transfer some of the solution to the jug; this will prevent overflowing.



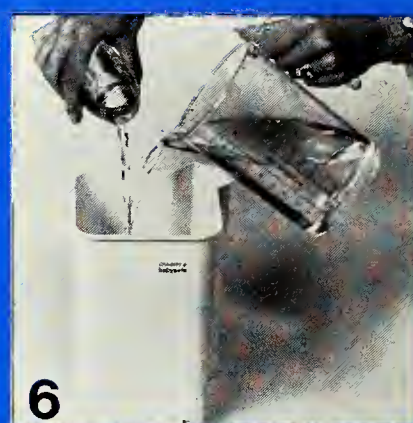
3 Lower jug, carefully into tank.



4 Place unassembled bottle, teat, cap and disc into jug. Place tongs and spatula into side channel.



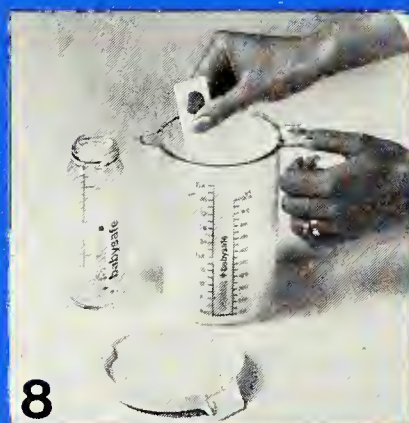
5 Replace jug lid and float; cover and leave to sterilise for at least 30 minutes.



6 Remove jug and bottle, and return solution and accessories to tank.



7 Leave tongs, teat, cap, disc and spatula in solution until required. Please use tongs for removing teats, and for assembly of screw cap.



8 Mix feed in jug to manufacturer's instructions. Pour into sterile bottle and fit teat. For multiple feed mixing, replace lid on jug and store in refrigerator.



9 If multiple feeds are prepared the extra bottles should be placed in the tank at this stage. For single feeds wash jug and bottle after feeding and return to tank. The tank will hold four feeding bottles.

Educational information supplied by: Cannon Rubber Mfrs. Ltd./H&T. Kirby & Co. Ltd.

This wallchart is being distributed to hospitals and maternity clinics.

Advertiser's announcement

Cost savings using the Babysafe method

On page one of this supplement we looked at some of the advantages in use of the Babysafe steriliser unit. We did not, however, examine one of its major assets from the average mother's viewpoint—that of economy.

Let us consider the following:

Boiling costs up to £0.02 for four pints of water boiled for 15 minutes and the cost of the utensil will probably be more than that of the Babysafe Unit. In any event, we calculate that the cost of the operation is £0.01 a time more than the Babysafe Method. When you consider the regularity with which boiling has to be carried out, compared with the infrequency of change that is called for under the Babysafe Method, it is clear that the difference in cost is appreciable.

Space advantage

We have no intention of "knocking" other units, but we do claim that to hold the same amount of accessories that can be accommodated in the Babysafe Unit, a mother would have to use more than one unit of almost any other available make—or call in the aid of a bucket. This, we calculate, would invariably mean doubling or trebling the amount of sterilising fluid employed—cost £0.02 or £0.03 per day—and still not sterilise the jug properly.

The Babysafe Unit, with one change of fluid every 24 hours, costs approximately £0.01 per day to operate, and will hold everything needed for a day's feeds. That represents a saving over any other method of approximately £0.01 per day—perhaps £0.02 when compared with certain types of container, or if there is over generous usage of the preparation (as indicated on page one, the latter cannot take place with the foolproof Babysafe Method).

Penny-a-day

Average usage period of any method is six months. Therefore, 182 days at £0.01 = £1.82 more spent on preparations—if £0.02 extra, then $182 \times £0.02 = £3.64$. Some mothers continue bottle feeding for up to a year. Think of the savings when that happens. This means that in effect the savings could pay for the cost of the Cannon Babysafe Sterilizer Unit, whilst the mother has the benefit of the design features. In addition, she would have no extra cost, such as buying other types of units as extras.

Price

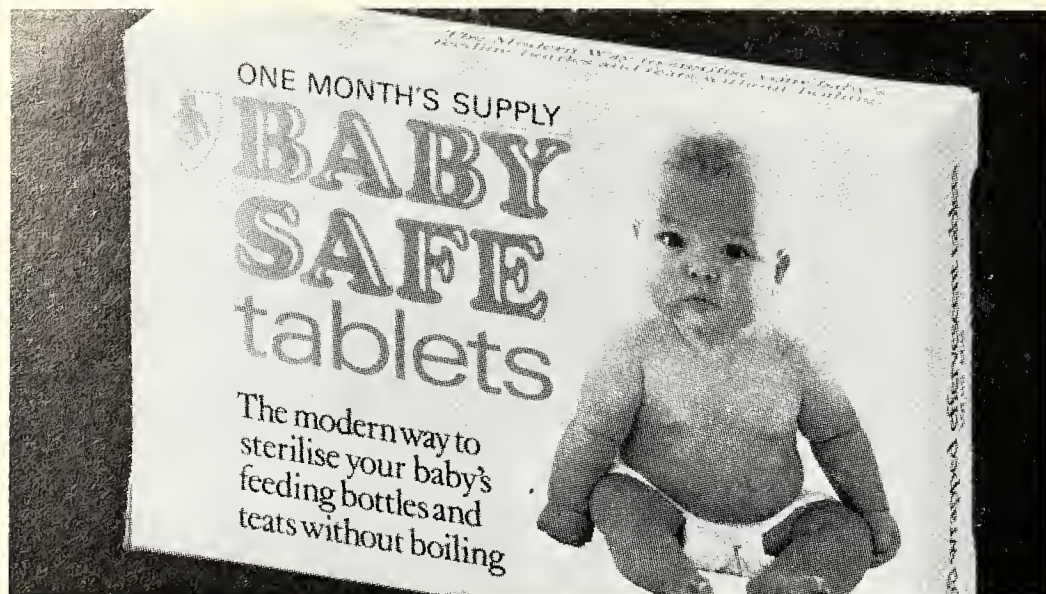
We are not giving the Cannon Babysafe Sterilizer Unit away free, we cannot afford to do that. The discriminating mother, however, cannot afford to be without this Unit. So let's compromise: Retail Price is £3.50 each, complete with one month's supply of Babysafe tablets.



The Cannon Babysafe steriliser unit is backed by a comprehensive range of well-designed baby feeding products, all of which have been selected for the Design Centre, London. Picture at top shows the range of products and attractively-designed point-of-sale packaging. Immediately above are the 4 oz and 9 oz feeding bottles, together with the latest addition to the range which includes a Dormal protective cap. Below left, compression-moulded teats, showing narrow-neck type and wide-neck nurser style. Below right, the non-slip baby bath mat which includes built-in rubber suckers to grip the bath.



Advertiser's announcement



Babysafe tablets

The modern way to sterilise babies' feeding bottles and teats: organic hypochlorite in a fast-dissolving tablet.

The market

There are approximately 900,000 live births per annum in the United Kingdom. Nine out of ten mothers bottle feed at some time during the first six months of baby's life.

Of these, over 90% use a method of sterilisation for feeding bottles and teats. More than half use hypochlorite methods for sterilisation, and the proportion is increasing annually.

Why sterilise?

At least 100,000 cases of acute gastro-enteritis occur per annum in babies and infants, 10,000 of which require hospital treatment. Last year 400 babies died. A large proportion of these cases can be traced directly to inadequate hygiene measures during the preparation of feeds. Efficient sterilisation of feeding bottles and teats is therefore essential to the health and well-being of babies during the bottle feeding period.

The inadequacy of boiling

The use of boiling in domestic conditions is unsatisfactory in producing sterility of babies' feeding utensils. Few mothers understand the necessity for maintaining 98°-100° for at least fifteen minutes. Indeed, the necessary facilities and boiling utensils are absent from many homes.

Boiling causes teat deterioration which leads to ready retention of pathogenic bacteria, making sterilisation more difficult. Polythene feeding bottles cannot withstand repeated boiling.

Boiling encourages calcareous deposits which retain milk particles—an ideal medium for bacterial growth.

Superiority of hypochlorite sterilisation

Several studies have shown that under domestic conditions sterilisation by hypochlorite solution produces significantly better results than boiling.

The method is relatively simple, requires no heating, and is completely free from adverse effects.

A Kirby development

Effervescent tablets—a significant advance in hypochlorite presentation

As a result of applied process development, H. & T. Kirby have perfected a method of producing effervescent tablets which combines good stability with rapid effervescence to give clear solutions without scum or deposit. They discovered

that adipic acid—a dicarboxylic acid readily available in commerce—had a unique combination of properties which made it ideal for use in effervescent tablet formulations.

The Kirby process has been patented in the United Kingdom and in major overseas territories.

The tablets

These effervescent tablets developed using the Kirby process provide the optimum presentation for hypochlorite sterilisation. Each small tablet contains sodium dichloroisocyanurate 0.5 g—an organic chlorine donor compound which releases hypochlorous acid in solution at the optimum pH for bactericidal activity of the hypochlorite-ion (6-7). Each tablet is individually wrapped in foil for additional security and is engraved with a distinctive symbol.

Advantages

Ease of Use

Each tablet gives a correct "built-in" measure. The judgment factor associated with measuring is eliminated.

Convenience

The tablets are light, compact and easily portable without danger of spillage or leakage. Ideal for use in the home, travelling or on holiday.

Stability

Babysafe tablets are stable for at least three years under normal conditions.

Acceptability

Each tablet dissolves completely to give a crystal clear solution. Mothers, therefore, experience no unpleasant "chlorine" odours when they are preparing the sterilising solution.

Security

Each tablet is identifiable by an engraved symbol and is individually wrapped in foil which is printed with appropriate cautionary copy.

Economy

The cost of sterilisation compares favourably with other methods of chemical sterilisation.

Price structure

Packs of 18, trade, £1.65 per doz (No PT). Retail £0.20 each. Packs of 30, trade, £2.40 per doz. Retail £0.30 each. For details of introductory bonus terms contact your Kirby rep, or direct to the address below.

CANNON  **babysafe**

CANNON RUBBER MANUFACTURERS LTD.,
Ashley Road, Tottenham, London, N.17. Tel: 01-808 6261.

KIRBY  **BABYSAFE**

H. & T. KIRBY & CO. LTD.,
Mildenhall, Bury St. Edmunds, Suffolk. Tel: 0638 713227

NEW PRODUCTS AND PACKS

Over-the-counter medicinals

Adexolin liquid

A new vitamin preparation for babies and young children is being made available by Glaxo. New Adexolin liquid is a standardised concentrate of vitamins A, C and D in an orange-flavoured water-dispersible liquid. Each ml contains vitamin A 12,000 units, vitamin C 30mg, vitamin D 1,200 units.

The pleasant orange flavour of the new product makes it palatable enough for babies and young children to take straight from the spoon or, mixed with milk or boiled water, from a feeding bottle or cup.

The built-in dropper in every 50 ml (£0.30) and 10 ml (£0.09) bottle aids correct dosage.

The existing presentations of Adexolin capsules and liquid (containing vitamins A and D only) remain available.

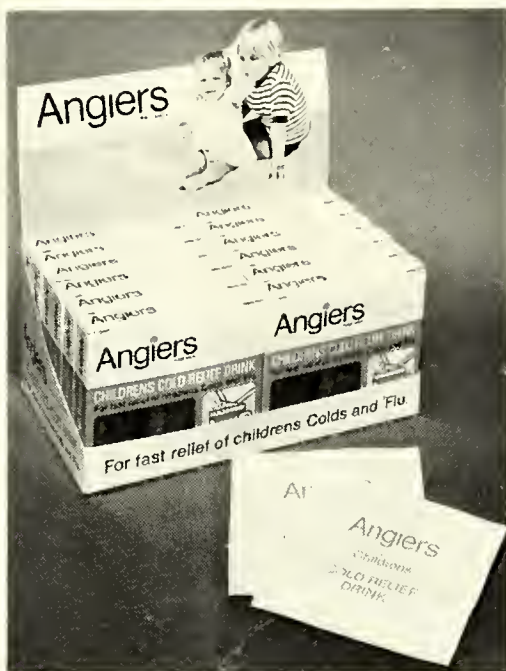
The new vitamin preparation is presented in an eye-catching full-colour pack which pinpoints the main users, babies and the under-fives. An attractive three-colour Adexolin counter leaflet dispenser, ready-packed with 30 illustrated leaflets entitled "Growing healthy", and incorporating the new 50 ml pack, is available and can be ordered by contacting the Merchandising Officer at Glaxo, or any member of the representative force. The reference no of the dispenser (with 30 leaflets) is HD 639, and for leaflets only, HS 1679. (Glaxo Laboratories Ltd, Greenford, Middlesex.

Cold relief drink for children

Bristol-Myers are launching Angiers childrens cold relief drink, claiming to be the first of this type of remedy to have been specially formulated for children of 2 years and over.

The product is in sachet form and has been flavoured with orange (as being generally preferred by children to lemon). Like its adult counterparts, Angiers childrens cold relief drink is simply mixed with hot water to produce a pleasant-tasting, comforting drink. Ingredients are (per 5g sachet) paracetamol 200 mg, phenylephrine hydrochloride 2 mg, menthol 3 mg, vitamin C 20 mg, sodium citrate 100 mg.

Pack is an orange-and-white carton con-



taining five individually-wrapped foil sachets (£0.20).

Whole and half page advertisements will appear in *Woman*, *My Weekly*, *My Home & Family*, *Mother and Pops* & *Needles* during November, December and through to April 1972. While pointing out the already proven success of this type of remedy with adults, the advertisements will emphasise that Angiers is the first specially formulated for young children.

During the launch period there will be an introductory bonus offer from wholesalers. (Bristol-Myers Co Ltd, Stamford House, Station Road, Langley, Slough, Bucks.).

Electrical New shaver

Latest addition to the Ronson range of shavers is the RS 45 (£10.53). Styled in dark blue, with a grain finish for easy grip, the new shaver incorporates a wider head with Ronson's exclusive stainless steel hexagonal cutting system. It also has an improved super-trim to take care of moustaches and long stray hairs. Dual volt with on/off switch, the RS 45 comes with non-coil flex and cleaning brush in an attractive new style presentation case. (Ronson Products Ltd, Leatherhead, Surrey.)

Photographic

Agfacolor paper processing outfit

Johnsons of Hendon have produced an Agfacolor paper processing outfit (£2.25) consisting almost entirely of liquid concentrates; there is only one packet of powder.

Making up two litres of colour developer, stop-fix, bleach-fix and stabiliser



is simply a matter of measuring the correct volume of water and stirring in the concentrates from the colour-coded bottles, but it is not only time that is saved, the cost is approximately half that of similar kits. In addition, users of drums and small tanks and dishes will appreciate the fact that small quantities of solution can be mixed as they are needed, so that they are always fresh.

Agfacolor paper processing is straightforward and rapid; at 25°C, the total processing time is 13½ minutes. Working at 20°C (68°F) the total time becomes 27 minutes, with the light on after 8 and the print judged at 15.

The capacity of the outfit is, developer, 25 10 x 8 ins prints; other chemicals, 70 10 x 8 ins prints. Since the developer is used up before the rest of the outfit, a 2 litre development replacement outfit, (£1.12) is being made available. The Johnson Agfacolor processing outfit comes complete with very full instructions in a single carton. (Johnsons of Hendon Ltd, 335 Hendon Way, London NW4).

Cosmetics and toiletries

A. & H. Robins have added to their list Chap-Ans a new medicated hand cream (£0.37). The active ingredients are: hexachlorophene 0.25 per cent, camphor 0.2 per cent and lanoline 3 per cent. It is being specially promoted for the relief of chapped and cracked hands, sunburn and minor irritations and for the baby to relieve chafing and nappy rash. Pack is a tube containing 84g (A. H. Robins Co Ltd, Horsham, Sussex).



**They're different...
they're better...
they're highly profitable**

They're called Au-Pair! A completely new range of sponges and brushes that promise you fast turnover and a healthy profit margin.

They're different because they've been specifically designed to do the job easier and to do it *better*. Take the baby's bottle brush for instance. It has a special 'cranked' handle that makes bottle washing more efficient and more hygienic. The sponges each have an easy-hang, easy-dry eyelet which means they can be hung up after use. It's only a tiny difference but it keeps them fresher and cleaner for much longer. Au-Pair sponges come

in lots of different colours, lots of different shapes . . . one for every member of the family.

Not only is Au-Pair up front in design, but it has strong brand identity and attractive packaging.

Added to this, there will be powerful advertising support for the brand . . . full-page and double-page spreads in TV Times from October through May, plus 30-second TV spots in London and Southern throughout October.

And every Au-Pair product has a replacement guarantee. The market is growing constantly, so this is a great opportunity for *you* to clean up!

au-pair
Guaranteed for good housekeeping

* Initial Au-Pair launch, London and Southern, commences 2 September 1971

Another from Dior

Bain de lait Moussant (£2.84) is the latest addition to Dior's Dioressence range. A foaming milk bath product which, in either hard or soft water, tints the bath water blue, and softens and moisturises the skin.

Dioressence Bain de Lait Moussant is packed in a distinctive blue and white mosaic presentation. (Distributors, Charles of the Ritz Ltd, Brook House, Park Lane, London W1.)

Revlon's Glowing Embers

Revlon have gone all out for "intense colours" in their Glowing Embers autumn fashion face collection.

It includes Glowing Embers dual pan powder eyeshadows (£1.18) in three combinations: wood smoke/frosty wood; deep turquoise/frosty turquoise and blue smoke/frosty blue.

There are six Glowing Embers Moon Drops lipsticks (£0.62): Red Crackle, Burnt Wood, Hot Pink Chocolate, Summery Sand and Baked Brown. In the same shades come Glowing Embers nail enamels, cream formula (£0.48).

PRESCRIPTION SPECIALITIES

RETENEMA

Manufacturer Glaxo Laboratories Ltd, Greenford, Middx

Description 100 ml disposable plastic bags containing 5 mg betamethasone 17-valerate in suspension

Indications Ulcerative colitis and idiopathic proctitis

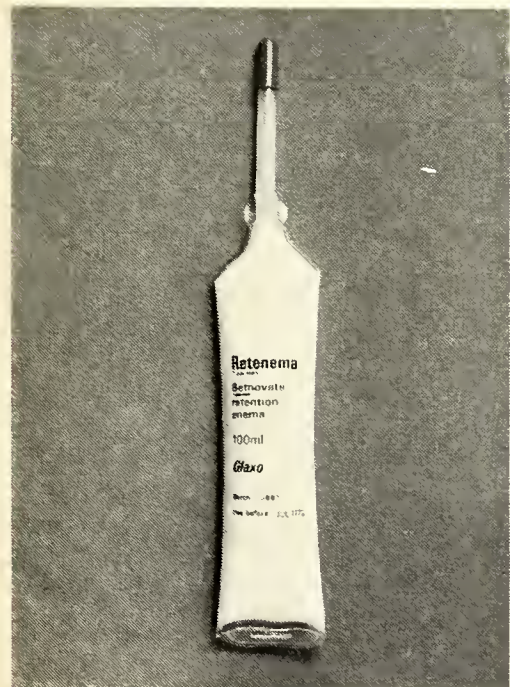
Method of use Normally one Retenema is used nightly for two to four weeks. See literature

Storage At room temperature (below 20°C)

Pack Box of 7 × 100 ml disposable (£1.89 trade)

Supply restrictions TSA

Issued September 1971



TRADE NEWS

Cernelle bonus pack

Pollitabs pollen tablets and Beltux multi-vitamin plus pollen tablets are now available from Cernelle & Ritter Ltd, Sandia House, Whitmore Road, Guildford, Surrey, in completely new colourfully designed packs together with an attractive free display unit. To coincide with the new presentation the manufacturers announce details of a re-launch bonus scheme. Outers contain six Pollitabs £0.78 size and six Beltux £0.88 size plus one



each free Pollitabs, Beltux and a display unit. Orders for the outer should be described "Cernelle bonus pack" and submitted either through wholesalers or direct.

Robinson's Patent Barley

It would appear from the many consumer letters received at Reckitt & Colman food division, Carrow, Norwich, that a considerable number of chemists have become confused about the availability of Robinson's Patent Barley and Patent Groats.

The manufacturers wish to make it quite clear that their Patent Barley is still being milled; Patent Groats was withdrawn from the market some months ago. They point out that although it does not have quite the same formula as Patent Groats, Patent Barley can be used in a similar way to make gruel for invalids and old people who can only accept this form of nourishment.

New labels and packs from M&B

New labels for tablet packs and elixir bottles are being introduced by May & Baker Ltd, Dagenham, Essex. Designed for maximum clarity and convenience in the pharmacy, the labels are in two parts: the front face shows the trade name, the pharmaceutical form (tablets, capsules



etc), the concentration of active ingredients and the quantity or volume in the pack, with colour bands to aid product differentiation; the side face shows generic name, batch number etc, and any cautionary phrases, expiry dates or dosage recommendations that are appropriate.

The company is also adopting a new, all-plastic pack for tablet preparations. Eight standard sizes will be used and the smallest contained of each preparation will be packed in individual cartons with a direction slip. Larger sizes will be supplied as cartons of 10 containers.

The containers are said to be virtually unbreakable and the caps include a tear off strip, the absence of which indicates that the pack has been opened. Tests on the packs have shown that the polypropylene containers and snap-on polythene caps have a high resistance to moisture pick up and ensures a very good seal.

Larger pack

H. & T. Kirby & Co Ltd, Mildenhall, Bury St Edmunds, Suffolk, are introducing Babysafe tablets in retail packs of 30 tablets. Twelve cartons are packed in an attractive display outer. The basic price structure is as follows: trade, £2.40 per dozen (exempt purchase tax), retail, £0.30 each. Details of introductory bonus terms are available from Kirby representatives or direct from head office at the address given above.

Trade shows next week Glasgow

Shawlands Hotel, September 14. Polaroid sunglasses.

Bonus offers

Radiol Chemicals Ltd, Stepfield, Witham, Essex. Radian. Radiol. any combination, minimum order £8. Extra 10 per cent discount. Biovital, 15 bottles or more, extra 10 per cent discount. Six bottles with Radian and Radiol products (any combination), minimum order £12. Extra 10 per cent discount.

PROMOTIONS

Modular display unit for Cutex products

Chesebrough Ponds Ltd, have recently introduced a modular permanent display unit for the Cutex range of products.

Cato O'Brien Associates, 1 Redan Place, W2 were commissioned to carry out the design. Initial research indicated:

The display should be versatile in both construction and stock capacity. It should be self-service except for the lipstick stock (owing to pilferage). It should be orderly for easy stock checking. It should be attractive and "soft sell" to enhance the general appearance of the outlet. It should have clear price stickers for each product.

Having presented and discussed these findings with the marketing group of Chesebrough Ponds, Cato O'Brien prepared several rough designs all of which met with the brief given them by Chesebrough Ponds in accordance with the research findings.

Two of these were then made up into prototypes so that they could be tested in store to ascertain their practicability. Further working drawings were then prepared for the agreed design with some slight production modifications.

This design is based on the tongue and groove device. There are three stock holding modules.

□ The "lipstick tester" which from the front can display up to 18 testers and from the back, away from the temptation of the customer, holds a stock of 48. It can either be used as part of the main display or in isolation of the counter, since it has the capacity to accept its own headboard.

□ The "box unit" which with its vacuum-form insert is capable of taking different quantities of any of the Cutex nail care accessory products, from hand cream to emery boards.

□ The "grandstand". It, too has different vacuum-form inserts to hold either nail polish or Cheeky Chops, with a tester for each of the four shades.

□ The "headboard holder" in which the showcard, with no special die cuts, slots



and completes the display. Combinations of these modules give the retailer the choice of four kits, each with different stock capacity.

Each kit has its own set of price strips, an instruction leaflet suggesting ways of construction. For the ever-increasing self-service outlets, there is a special kit which just consists of the vacuum-form trays which by themselves are both attractive and functional.

Materials used for the production of the injection moulded modules in smokey grey GP styrene and acrylic. Vacuum formings are in .040 and .060 gloss black styrene.

Dettol on-pack offer

A new on-pack offer is being made for the medium size bottle of Dettol antiseptic. A label on the front of the bottle includes a red flash—"Save 7p on your next purchase."

On the reverse another label gives details of how the consumer can get a coupon worth 7p off his next purchase of any size of Dettol by sending in the tear-off section of the label. The offer is limited to one application per household and is available in the UK only. It closes on June 30, 1972. (Reckitt & Colman, pharmaceutical division, Hull.)

Camberwick Green launch

Starting at the end of September, Wright Layman and Umney, are mounting a national consumer campaign to launch their new children's toothpaste Camberwick Green.

At present the children's segment of the overall £22m. UK toothpaste market is estimated to be worth about £500,000. However, Wright's believe that this low level of retail turnover is attributable to both the limited availability of children's toothpaste and the lack of awareness of the need for dental care. The company considers that the tube design of Camberwick Green will encourage greater usage and intend to sell the product "more widely."

Full colour pages have been booked in *Woman*, *True Story*, *True Romance*, *Mother*, *Modern Mother*, and *Photoplay* and half-pages in children's comics.

Point-of-sale material includes 3ft and 12in colour replicas of the toothpaste tubes and there are also 6 x 6ft replicas of Pippin Fort—the Fort's Sergeant Major Grout is one of the four characters reproduced in toothpaste tubes—with electrically operated models of the puppets "for display in major supermarkets." (Wright Layman & Umney Ltd, 43 Clapham Road, London SW9.)

Magazine sampling ad trade bonus

In co-operation with 19 magazine French of London are promoting their rum shampoo with a free sachet in the September issue.

Advertising support for the sale of 19 magazine will appear in both the *Daily Mirror* and *Sun*. To encourage retailers to stock rum shampoo additional discounts are being offered, together with six free rum shampoo sachets on every outer of 36. The offer will be maintained until September 20. (French & Scott Ltd, 717 North Circular Road, London NW2.)



New point of sale unit for Vitapet, nutritional supplement and skin and coat health conditioner for dogs, cats and other pet animals. It holds six packs of the 6-fl oz size and a supply of information leaflets, and highlights the benefits of the product in poor skin and coat conditions and in overcoming moult problems. (Animal Health Department, British Cod Liver Oils (Hull & Grimsby) Ltd, Marfleet, Hull, Yorkshire, HU9 5NJ.)

Interest in eyes

The September 11 issue of *Woman*, on sale September 7, should add interest to new eye make-up colours with a two page feature looking at shades and styles.

Written by beauty editor Helen Temple, with full face and close-up illustrations, the article features soft shades by Revlon, browns from Biba and blues by Outdoor Girl. Mentioned is Yardley's new felt tip Flowline pen.

Consumer offers

□ Helena Rubinstein offer the following Skin Dew preparations free with purchasers of Skin Dew emulsion. 1 oz cream free with 2 oz emulsion; 2 oz Contour-Lift with 4 oz emulsion; 4 oz freshener and toner with 2 oz emulsion. (Helena Rubinstein Ltd, 31 Davies Street, London W1Y 1FN.)

ON TV NEXT WEEK

Ln = London; M = Midland; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian; E = Eireann; CI = Channel Islands.

Andrews Liver Salts: All except U, E
Astral: A

Body Mist: All except E

Erasmic: Ln, Lc

Hedex: All except U, E, CI

Lucozade: All except E

Milk of Magnesia tablets: All except U, E

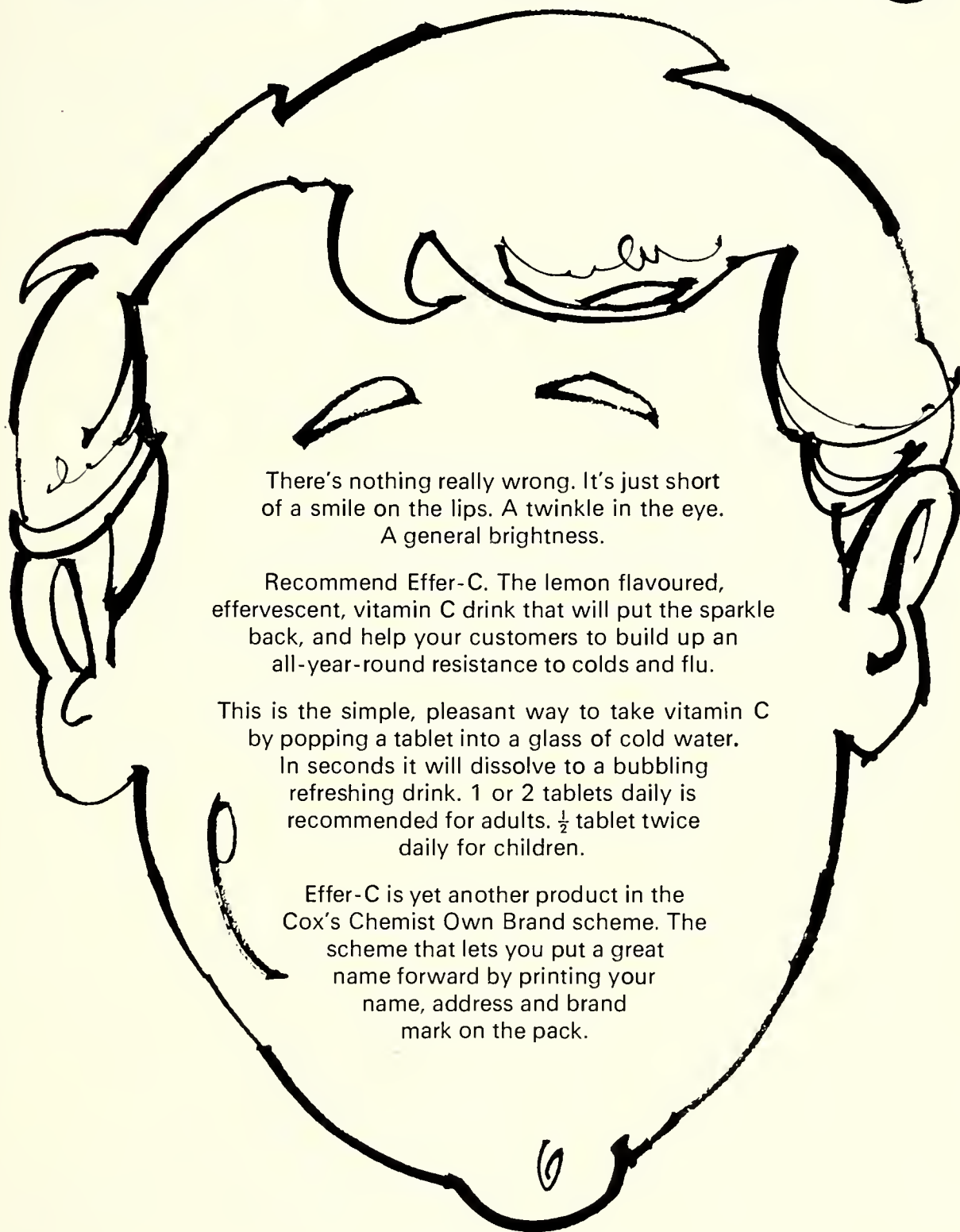
Signal toothpaste: All except E

Trufood Spoonfoods: Lc

Yeast Vite: All except E, Sc

Vosene: All except E

For the face that's lacking a little something



There's nothing really wrong. It's just short
of a smile on the lips. A twinkle in the eye.
A general brightness.

Recommend Effer-C. The lemon flavoured,
effervescent, vitamin C drink that will put the sparkle
back, and help your customers to build up an
all-year-round resistance to colds and flu.

This is the simple, pleasant way to take vitamin C
by popping a tablet into a glass of cold water.
In seconds it will dissolve to a bubbling
refreshing drink. 1 or 2 tablets daily is
recommended for adults. $\frac{1}{2}$ tablet twice
daily for children.

Effer-C is yet another product in the
Cox's Chemist Own Brand scheme. The
scheme that lets you put a great
name forward by printing your
name, address and brand
mark on the pack.

If you are a practising retail pharmacist and
would like further information on Effer-C and
the C.O.B. scheme contact:
Arthur H. Cox & Co. Ltd. (Dept. CD5)
Brighton BN2 3QJ.
Tel: Brighton 63084 (5 lines)
STD Dialling Code 0273

effer-C
FROM COX OF BRIGHTON



**Chemists are in it
for profit
just like anyone else.**

CHEMIST & DRUGGIST

Price service

MENTMENT TO JUNE

ARTERLY PRICE LIST

de prices are given per unit unless
erwise stated. Bold upright figures
(14) in the retail column indicate the
ce is subject to resale price
ntenance. Italic figures (0.14) is
nufacturer's recommended price.
ht upright figures (0.14) is a
gested guide.
Price advanced. R=Price reduced.
New entry. D=Delete.
Correction. /=Insert.

	Trade £.p	Tax £.p	Retail £.p
(1530 Fisons)			
25 g	1.53dz	0.46dz	0.23
(1599 Winthrop)			
250	0.83	..	1.24½
1000	2.64
RIN (1305 WB)			
25	0.14	..	0.21
100	0.44	..	0.66
500	1.76	..	2.64
AN (1352 Wyeth)			
40 g	0.135	0.04	0.22
MINTS (843 ML)			
8	0.67dz	0.19dz	0.09
20	1.41dz	0.40dz	0.19
EE (1071 Robins)			
ules with vit. C 15	0.28	..	0.42
ROX (1352 Wyeth)			
200 ml	0.12	..	0.16
500 ml	0.27	..	0.36½
260	0.88
ets	0.23	..	0.30½
500	1.32	..	1.76
OS (1530 Fisons)			
170 ml	1.41dz	..	0.17
2.25 ml	15.00dz
50	1.50dz	..	0.19
YME (973 PYP)			
der 125 g	2.50dz
250 g	4.50dz
500	2.60dz
1000	4.65dz
5000	1.85
30000	10.60
EC (413 Lilly)			
als 100	0.42	..	0.63 †s4A
500	1.88	..	2.82 †s4A
ules 100	0.42	..	0.63 †s4A
500	1.88	..	2.82 †s4A
5000	18.29	..	27.44 †s4A
AL (413 Lilly)			
ets 15 mg	500	0.26	0.39 †s4A
30 mg	500	0.33	0.50 †s4A
5000	2.86	..	4.29 †s4A
50 mg	500	0.43	0.65 †s4A
5000	3.77	..	5.66 †s4A
100 mg	100	0.17	0.26 †s4A
500	0.68	..	1.02 †s4A
5000	6.33	..	9.50 †s4A
200 mg scored			
100	0.30	..	0.45 †s4A
500	1.33	..	2.00 †s4A
acetylsalicylic acid			
ulvules 100	0.33	..	0.50 †s4A
ephedrine Pulvules			
100	0.32	..	0.48 †s4A

	Trade £.p	Tax £.p	Retail £.p
ANGISED (208 BW)			
tablets 0.5 mg	100	0.16	0.24 †
500	0.54	..	0.81 †
ANTISTIN (262 CIBA)			
tablets 500	D
ANTUSSIN (976 PL)			
adult	small	2.40dz	0.25 †
	large	3.74dz	0.39 †
children	small	2.25dz	0.23 †
AQUAVIRON B12 (894 Nicholas)			
ampoules 1 ml	2	0.45	0.67½
ARTHRO-PAD (1127 Seton)			
(distributors 93BJ)			
support bandage	small	0.50	0.75
	medium	0.57	0.85
	large	0.63	0.95
ASCOXAL (68 Astra)			
granules	60 g	1.52	..
tablets	24	3.30dz	0.99dz
	144	1.38	..
ASPRO (893 Nicholas)			
junior tablets	24	0.775dz	0.215dz
ASTRAFER I.V. (68 Astra)			
ampoules 5 ml	5	0.47	..
A. T. 10 (1599 Winthrop)			
solution	15 ml	1.20	..
AURACET (1305 WB)			
eardrops	15 ml	0.16	0.05
	200 ml	0.92	1.38
AURALGICIN (1530 Fisons)			
	12 ml	2.06dz	†
BARQUINOL HC (1530 Fisons)			
	15 g	2.69dz	0.34 TS
BEAR BRAND (1449 R&CFD)			
tub honey	8 oz	2.00dz	0.20
BENORAL (1599 Winthrop)			
caplets 0.5g	100	1.43	0.43
suspension 20%	300 ml	1.77	0.53
	40%	300 ml	3.43 1.03
BENVIL (113 Bencard)			D
BETADINE (878 Napp)			
hydrocortisone cream	25 g	0.95	1.27 TS
	100 ml	0.34	0.46 TS
	120 ml	..	D
BOVAMAST (1352 Wyeth)			
cream (vet.)	1.27	..	1.69 TS
B-R (1023 Radiol)			
Bone Radiol			
(horses and dogs)	21	4.20	1.26 6.72
BRIETAL SODIUM (413 Lilly)			
ampoules 100 mg	5	0.80	1.20 †s4A
0.5g/50ml	1	0.41	0.62 †s4A
2.5g/17.5ml	1	1.42	2.13 †s4A
2.5g/250ml	1	1.62	2.43 †s4A
5g/35ml	1	2.78	4.17 †s4A
BUDALE (346 Dales)			
tablets	100	6.00dz	†s4A
	500	2.00	†s4A
CALABAND (1127 Seton)			
(distributors 93BJ)			
zinc paste, calamine and			
urethane bandage	2.16dz	..	0.26
CALABAND D (1127 Seton)			
(distributors 93BJ)			
zinc paste and calamine			
bandage	2.16dz	..	0.2
CALMURID-HC (1497 PGBl)			
(distributors 1556 Farillon)			
cream	30 g	0.60	0.90 TS
CAMBERWICK GREEN (1351 WLU)			
toothpaste	1.47dz	0.44dz	0.20
CITANEST (68 Astra)			
plain ampoules			
1.5% 25ml	0.28	..	†s4B
vials 0.5% 20ml	0.62	..	†s4B
50ml 0.25	0.29	..	†s4B
1% 20ml 5	0.66	..	†s4B
50ml	0.31	..	†s4B
with adrenaline 1-250,000			†s4B
vials 0.5% 50ml	0.29

Now the only big-profit-big-volume
toilet soap for sensitive skins
you can safely recommend.
9p & 15p Nationally Advertised

	Trade £.p	Tax £.p	Retail £.p
with adrenaline 1-200,000			
vials 1% 50ml	0.31	..	†s4B
with adrenaline 1-300,000			
Citanest '30' 1.8ml	100	2.15	†s4B
topical 4% 25ml	0.25	..	†s4B
CO-DELTRA (837 MSD)			D
COJENF (1530 Fisons)			
tablets	35	2.14dz	0.64dz 0.29 †DDI
COLLAR'n'CUFF (1127 Seton)			
(distributors 93BJ)			
roll	4 m	0.50	0.75
CONTAC 4 (835 M&J)			
lozenges	15	0.11	0.035 0.20
CONTAC 400 (835 M & J)			
capsules	6	0.21	0.28
	12	0.36	0.48
CORIBAN (208 BW)			
	1 gal	18.60	24.84
CORTIPHENICOL (346 Dales)			
ear drops	10 ml	1.06	TS
CORTIPIX (1530 Fisons)			
cream ½%	15 g	2.65dz	0.80dz 0.40 TS
1%	15 g	3.88dz	1.16dz 0.62 TS
CORTITRANE (1305 WB)			
cream	5 g	0.18	0.27 TS
	15 g	0.40	0.60 TS
lotion	15 ml	0.36	0.54 TS
CORTITRANE-G (1305 WB)			
ointment	5 g	0.18	0.27 TS
	15 g	0.40	0.60 TS
CUTISAN (346 Dales)			
liquid	45 ml	9.00dz	2.70dz
ointment	30 g	9.00dz	2.70dz
powder	80 g	9.72dz	2.92dz

RETAIN

All supplements July 24 to
August 28 inclusive. They
contain information that will
not repeat.

	Trade £.p	Tax £.p	Retail £.p
CYTAMEN (518 Glaxo)			
ampoules '250' 5 x 1ml	0.12	..	0.16
'1000' 5 x 1ml	0.24	..	0.32
packs of 6	D
DALZOFOAM (1127 Seton)			
(distributors 93BJ)			
adhesive backed			
9 x 18in	thin (4)	1.04	1.50
	medium (4)	1.36	2.00
	thick (4)	1.68	2.50
plain roll 36 x 18in	thin	0.72	1.05
	medium	1.04	1.50
	thick	1.36	1.95
DIMYRIL (1530 Fisons)			
capsules	20	2.38dz	0.30 †s4B
linctus	150 ml	3.50dz	0.44 †s4B
DISTALGESIC (378 Dista)			
tablets	100	0.59	†s1
	500	2.65	†s1
DISTIVIT (378 Dista)			
elixir	115 ml	0.18	..
	1000 ml	1.26	..
DIXARIT (145B)			
tablets	100	1.40	2.10

Specify **Wellcome**® Insulins

Soluble · Lente · Protamine · Globin · Isophane and 'Nuso' Neutral Insulin



Burroughs Wellcome & Co. (The Wellcome Foundation Ltd.) Dartford, Kent *Trade Mark

	Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p
DOLOXENE (413 Lilly)				HALMAGON (801 MP)				BPC ventilated or fully spread			
Pulvules 65mg 100 0.92 1.38 †s1				HEMINEVRIN (68 Astra)				3in 3.36dz 0.42			
500 4.14 6.21 †s1				capsules 100 2.67 †s4B				4in 4.36dz 0.54			
compound-65 20 0.26 0.39 †s1				injection/infusion				LEVOPA (824 MCP)			
100 1.04 1.56 †s1				bottle 100 ml 0.53 †s4B				capsules 250mg 100 2.16 †s4B			
500 4.69 7.04 †s1				500 ml 1.97 †s4B				250 5.13 †s4B			
DRENISON (413 Lilly)				tablets 100 2.67 †s4B				500mg 100 4.10 †s4B			
cream 15 g 0.51 0.77 TS				HEWLETT (68 Astra)				250 10.05 †s4B			
with neomycin 15 g 0.55 0.83 TS				antiseptic cream tube 1.19dz 0.36dz				LEXTRON FERROUS (413 Lilly)			
ointment 15 g 0.51 0.77 TS				400 g 0.59				Pulvules 84 -0.47 0.71			
with neomycin 15 g 0.55 0.83 TS				3 k 3.34				LINGRAINE (1599 Winthrop)			
DRIANAPS (119Besso)				teething jelly 1.10dz 0.33dz				tablets 12 0.34 †s4B			
napkin liners 2 0.19 0.28				HISTADYL E. C. (413 Lilly)				LIQUIDENT (229 C&T)			
EFCORTELAN-N (518 Glaxo)				syrup 450 ml 0.51 0.15 0.92 †s7DD1				oral antiseptic 2.40 3.60			
eye/ear drops 10 ml 0.75 1.00 TS				2.251 2.25 4.06 †s7DD1				LOCORTEN N (262 CIBA)			
EKAMMON (1305 WB)				HOT PANTS (1131 Shulton)				MAGNOGENE (115 Bengue)			
tablets 50 0.20 0.06 0.36				come clean body foam 185 cc 6.04dz 1.76dz 0.95				tablets 60 0.50 0.15 0.82			
100 0.38 0.115 0.68				cool off Cologne 185 cc 5.44dz 2.38dz 0.95				M'ALLORY (790 Mallory)			
500 1.32 1.98				foam in bath bubbles 185 cc 4.76dz 1.40dz 0.75				photographic batteries			
1000 2.48 3.72				jet spray Cologne 48 g 4.88dz 2.14dz 0.85				PX1 0.43			
soluble 50 0.22 0.065 0.40				ICTHABAND (1127 Seton)				PX19 0.55			
100 0.40 0.12 0.72				(distributors 93 BJ)				PX21 0.55			
300 1.00 1.50				zinc paste and ichthammol				PX23 0.31			
750 2.34 3.51				bandage 2.16dz 0.26				PX24 0.44½			
ENDRINE (1352 Wyeth)				INSULIN (147 Boots)				PX400 0.21½			
refill 25 ml 0.11 0.035 0.18				20 units 10 ml 0.15 0.20 †s7				PX401 0.32			
100 ml 0.285 0.085 0.46½				40 units 5 ml 0.15 0.20 †s7				PX450 0.32			
ENERGEN (1114 SEF)				80 units 10 ml 0.27 0.36 †s7				PX625 0.27½			
digestive biscuits 2 1.04dz 0.10½				10 ml 0.27 0.36 †s7				PX825 0.19			
rolls 36 1.337dz 0.13½				80 units 5 ml 0.27 0.36 †s7				M154 0.20			
36 3.27dz 0.33				10 ml 0.48 0.64 †s7				M122 0.22½			
ENTERFRAM (1530 Fisons)				globin zinc				MAX FACTOR (813 MF)			
150 ml 10.31dz 1.29 TS				40 units 5 ml 0.15 0.20 †s7				brush-on blusher 0.514 0.22 0.99			
ENTERSORB (1352 Wyeth)				80 units 5 ml 0.30 0.40 †s7				MERTHIOATE (413 Lilly)			
tablets (vet.) 50 0.80 1.06½TS				isophane (N P. H.)				tincture 450 ml 0.36 0.54 †			
250 3.75 5.00 TS				40 units 10 ml 0.30 0.40 †s7				2.51 1.26 1.89 †			
EUCERIN (1154 SNP)				80 units 10 ml 0.60 0.80 †s7				METIGUANIDE (227 Erba)			
anhydrous 500 g 0.45				protamine zinc				tables 500 mg 100 1.10 1.65 †s4B			
4 k 2.60				40 units 5 ml 0.15 0.20 †s7				500 5.25 7.87 †s4B			
hydrous 500 g 0.35				10 ml 0.30 0.40 †s7				MILLOPHYLINE (346 Dales)			
4 k 1.70				80 units 5 ml 0.30 0.40 †s7				ampoules 6 5.04dz			
EUMYDRIN (1599 Winthrop)				zinc suspension (lente)				48 3.00			
drops 15 ml 0.20 0.30 †				40 units 10 ml 0.30 0.40 †s7				suppositories			
FRAMYCORT (1530 Fisons)				80 units 10 ml 0.60 0.80 †s7				child 10 3.60dz			
lotion 20 ml 6.19dz 0.78 TS				amorphous (semilente)				50 1.35			
ointment 15 g 6.25dz 0.79 TS				40 units 10 ml 0.30 0.40 †s7				10 4.56dz			
ophthalmic 3.5 g 2.06dz 0.26 TS				80 units 10 ml 0.60 0.80 †s7				50 1.71			
sterile eye/ear drops				crystalline (ultralente)				100 8.40dz			
5 ml 3.63dz 0.45 TS				40 units 10 ml 0.30 0.40 †s7				MONOTHEAMIN (413 Lilly)			
ERAMYGEN (1530 Fisons)				80 units 10 ml 0.60 0.80 †s7				Pulvules 200 mg 100 0.56 0.84			
cream 15 g 3.00dz 0.37 TS				Nuso				500 2.55 3.83			
ophthalmic 3.5 g 1.25dz 0.16 TS				40 units 10 ml 0.30 0.40 †s7				and Amytal			
sterile eye/ear drops				80 units 10 ml 0.54 0.72 †s7				Pulvules 'A'			
5 ml 2.81dz 0.35 TS				INSULIN (1566 Farillon)				100 0.61 0.92 †s1s4			
sterile powder 500 mg 12.75dz 1.59 TS				novo Actrapid				500 2.80 4.20 †s1s4			
tablets 500 mg 20 56.25dz 7.04 TS				40 units 10 ml 0.26 0.35 †s7				MORTH (1305 WB)			
100 217.50dz 27.19 TS				80 units 80 ml 0.49 0.65 †s7				ampoules			
ERAMYSRAY (1530 Fisons)				novo lente				No.1 1.5 ml 5 0.50 0.75 †s1DI			
aerosol 110 g 22.13dz 2.76 TS				40 units 10 ml 0.30 0.40 †s7				100 6.30 9.45 †s1DI			
FRESH'n DAINTY (506 Gerhardt)				80 units 10 ml 0.60 0.80 †s7				No.2 1.5 ml 5 0.60 0.90 †s1DI			
fleur de lis spray 120 g 2.52dz 1.135dz 0.38				novo semilente				100 2.40 3.60 †s1DI			
EUCIDIN (747 Leo)				40 units 10 ml 0.30 0.40 †s7				500 10.14 15.21 †s1DI			
gel 10 g 0.35 0.53 TS				80 units 10 ml 0.06 0.80 †s7				MYCARDOL (1599 Winthrop)			
25 g 0.75 1.12½TS				novo ultralente				tablets 100 0.22 0.33			
ointment 10 g 0.33 0.49½TS				40 units 10 ml 0.30 0.40 †s7				1000 1.58			
25 g 0.72 1.08 TS				80 units 10 ml 0.60 0.80 †s7				NAPPI-WITE (879 NW)			
Intertulle gauze				novo protamine zinc				12oz 1.12dz 0.12½			
10 x 10 cm 0.40 0.60 TS				40 units 10 ml 0.30 0.40 †s7				NEMBUTAL (2 Abbptt)			
FUCIDIN H (747 Leo)				80 units 10 ml 0.53 0.71 †s7				veterinary solution			
ointment 10 g 0.36 0.54 TS				novo Rapitard				100 ml 0.45 †s1s4			
25 g 0.77 1.15½TS				40 units 10 ml 0.35 0.47 †s7				NITROLAN (878 Napp)			
GALE'S (1449 R & CFD)				80 units 10 ml 0.69 0.92 †s7				tables 2.6 mg 50 0.85 1.14			
honey set and clear 1oz 0.37dz 0.03½I				novo B. P.				250 3.90 5.20			
½ lb 1.30dz 0.13				20 units 10 ml 0.15 0.20 †s7				50 1.15 1.54			
1 lb 2.18dz 0.22				40 units 10 ml 0.27 0.36 †s7				250 5.35 7.14			
7lb 1.195				80 units 10 ml 0.48 0.64 †s7				NITOMAN (1074 Roche)			
GASTRILS (1154 SNP)				INTAL (1530 Eisons)				tables 25 mg 500 3.33 5.00 †s4B			
pastilles 24 0.25 0.765 0.44				Spin caps 30 21.26dz 2.66				NU-SEALS (413 Lilly)			
240 2.10 0.642				50 33.29dz 4.16				aspirin 325 mg 100 0.28 0.42			
GENACORT (1530 Fisons)				compound 50 33.29dz 4.16 †				650 mg 100 0.47 0.71			
cream/ointment 0.5% 5g D				JECTOEER (68 Astra)				ammonium chloride 0			
1% 5g D				ampoules 100mg x 2ml				NUTRIZYME (1556 Earillon)			
GEROVITAL H3 (1251 TTC)				10 1.55				tablets 100 3.53 1.06			
face cream 1.66 2.50 I				100 14.03				ONCOVIN (413 Lilly)			
hair lotion 1.66 2.50				10 2.34				ampoules 1 mg 1 5.04 7.56			
GIVENCHY III (1589 Givenchy)				JECTORAL (68 Astra)				5 mg 1 21.98 32.97			
perfume ½ oz 2.40				tablets 100 0.58				ORALCER (49 A & V)			
¼ oz 4.30				JECTORAL F (68 Astra)				pellets 25 0.15 0.20			
½ oz 6.55				tablets 30 0.33				OSPOLOT (542 FBA)			
1oz 10.55				KENADEX (978 PYP)				suspension 500 ml 0.88 1.32			
2oz 15.85				extract 7½oz 1.76dz 0.22				PARACODOL (1530 Fisons)			
toilet water 60 cc 2.40				15oz 3.04dz 0.38				tablets 10 1.21dz 0.36dz 0.19 †ODI			
110 cc 3.35				6lb 1.44dz 1.92				100 10.88dz 0.15 †ODI			
220 cc 5.75				K. H. 3 (1490 IAPS)				10 1.03dz 0.31dz 0.15 †ODI			
GLUCAGON (413 Lilly)				30 1.06 0.32 1.91 †				100 4.94dz †ODI			
ampoules dry powder				150 4.74 1.32 8.43 †				PARA-THOR-MONE (413 Lilly)			
1mg 1 1.10 1.65				KINIDIN DURULES (68 Astra)				ampoules 1 4.45 6.68			
10mg 1 5.89 8.84				tablets 100 4.50				PARDALE (346 Dales)			
GROSSMITH (545 Grossmith)				250 10.50				tablets 500 2.25 †s1DI			
talcum white rose and				KLINTEX (1331 RW)				PENIDURAL (1352 Wyeth)			
cucumber 2.04dz 0.89dz 0.35				night gloves 0.17 0.25				forte (vet.) 0 ml 0.61 0.81½TS			
G. T. 50A (503G)				LANOXIN (208 BW)				50 ml 2.21 2.94 TS			
G. T. 50B (503 G)				elixir 0.05mg/1ml				PETROLAGER (1352 Wyeth)			
HAELAN (378 Dista)				60 ml 0.34 0.51 †s1				200 ml 0.135 0.04 0.22			
cream/ointment 60 g 0.61 TS				injection 0.5mg/2ml 5 0.28 0.42 †s1				500 ml 0.265 0.08 0.43½			
HAELAN-C (378 Dista)				25 1.30 1.95 †s1				dp 6 x 500 ml 1.59			
cream/ointment 30 g 0.41				LESTREFLEX (1127 Seton)				PENOTRANE (1305 WB)			
				(distributors 93BJ)				jelly 25 g 0.16 0.24 †			
				elastic diachylon bandage							

	Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p	
RONET (1127 Seton) (distributors 93BJ)				SETONIQUET (1127 Seton) (distributors 93BJ)					G7	3.78	5.40	
essing strip 3½in x 8yd	4.00dz	..	0.50	tourniquets	small	0.26	0.39	flesh colour	G9	4.48	6.40	
essing 3½ x 3½in 10	1.68dz	..	0.20		medium	0.28	0.42		G10	6.30	9.00	
36	2.88dz	..	0.35		large	0.30	0.45		G4	2.38	3.40	
NOLLAINE (974 PC)				SETONPLAST (1127 Seton) (distributors 93BJ)					G4RT	2.77	3.95	
e drops	10 ml	0.18	0.27 †	waterproof strapping					G4X	2.77	3.95	
	100 ml	0.40	0.60 †						G5	3.08	4.40	
		0.50	0.65 †		1in x 5yd	1.32dz	0.16	tubular supporting				
LIPS (978 PYP)					2in x 5yd	2.16dz	0.26	bandage				
on tonic tablets	50	1.10dz	0.12½		3in x 5yd	2.88dz	0.36	6.25cm x 1½in (G4)	0.16	0.24		
	100	1.86dz	0.21	SILOCALM (289 Concept)				7.50cm x 1½in (G4X)	0.18	0.27		
SEPTONE (208 BW)				capsules	50	0.60	1.08	10.00cm x 1½in (G5)	0.20	0.30		
ection 10mg x 1ml 5	0.20	..	0.30 †s1DD	SILOXYL (289 Concept)				3.75cm x 1in	G3	0.25	0.37	
	100	3.52	5.28 †s1DD	suspension	300 ml	0.68	1.23	6.25cm x 1in	G4	0.29	0.43	
plets 5 mg	100	0.24	0.36 †s1DD	SISTOMETRIL (262 CIBA)	D	7.00cm x 1in	G4RT	0.33	0.49	
	500	0.90	1.35 †s1DD	SODIUM AMYTAL (413 Lilly)				7.50cm x 1in	G4X	0.33	0.49	
EN (917 Organon)				Pulvules	100	0.24	0.36 †s1s4A	10.00cm x 1in	G5	0.37	0.55	
owder 1000 units vial	1.00	..	1.50		500	0.14	1.71 †s1s4A	11.25cm x 1in	G6	0.40	0.60	
L (1530 Fisons) 25 g	1.46dz	0.44dz	0.23		5000	10.96	16.44 †s1s4A	16.50cm x 1in	G7	0.47	0.70	
CADOL (1305 WB)				200mg	100	0.49	0.74 †s1s4A	22.00cm x 1in	G9	0.57	0.85	
plets	20	0.28	0.42 †s1DD		500	2.39	3.59 †s1s4A	33.00cm x 1in	G10	0.77	1.15	
	100	1.20	1.80 †s1DD		5000	23.13	34.70 †s1s4A	support bandages	7	0.83	1.25	
QUENIL (1599 Winthrop)				tablets 60mg	100	0.21	0.32 †s1s4A		8	1.90	1.35	
plets	100	2.50	3.75		1000	1.66	2.49 †s1s4A		8½	1.10	1.65	
ALK (489 Galen)					5000	8.14	12.21 †s1s4A		9	1.20	1.80	
plets	100	1.08		200mg	100	0.36	0.54 †s1s4A		10	1.43	2.15	
ES (1005 Price)					1000	3.12	4.68 †s1s4A		11	1.56	2.34	
ght lights					5000	15.44	23.16 †s1s4A		11½	1.83	2.74	
child's 8-hour (10)	4.80			SOLIWAX (289 Concept)					12	1.26	1.89	
(3dz)				capsules	10	0.24	0.36		13	1.50	2.25	
Calorettes (12)	5.80			SOLUVONE (378 Dista)				TUBINETTE (1127 Seton)	14	1.63	2.44	
(4dz)				injection	5 vial	0.50	0.75 TS	(distributors 93BJ)				
Palmitine Star (10)	6.88			SPARINE (1351 Wyeth)				tubular bandage	H01	0.17	0.25	
(4dz)				injection (vet) vial					H12	0.24	0.35	
Pyramid (8)	2.00				10 ml	0.30	0.40 †s4B		H34	0.30	0.45	
(1dz)					30 ml	0.80	1.06½†s4B		H56	0.40	0.60	
Sentinel (10)	4.80			STILBAGEN (68 Astra)					H78	0.44	0.65	
(3dz)				tablets	100	0.22	†s1s4A		H71	0.80	1.20	
COL (835 M & J)				STIMPLETE (1352 Wyeth)	D		H72	0.84	1.26	
nsule capsules	8	0.24	0.32 †	STREPSILS (147 Boots)				TUBIPADS (1127 Seton)				
MINAL (1599 Winthrop)				lozenges	24	1.08dz	0.14	(distributors 93BJ)				
plets 30 mg	100	0.18	†s1s4A	STREPTAQUAINE (378 Dista)				for heels and elbows				
60 mg	100	0.24	†s1s4A	1.0g/2ml	5	0.36	0.54 TS	small	P4	0.28	0.42	
200 mg	100	0.50	†s1s4A	STREPTOMYCIN (378 Dista)				medium	P4X	0.31	0.46	
ROX (1530 Fisons)				sulphate 0.1g	10	0.45	0.68 TS	large	P5	0.34	0.50	
atment	25 g	1.59dz	0.48dz	1.0g	5	0.36	0.54 TS	sacral belts				
	50 g	2.31dz	0.69dz	SULPHAMAGNA (1352 Wyeth)				small, medium or				
IO BAILLY (115 Bengue)				suspension (vet.)	500 ml	0.94	1.25 †s4B	large	P9	1.45	2.20	
	90 ml	0.18	0.29½†s7DDI	SULPHONET (1127 Seton)				TUBITON (1127 Seton)				
	500 ml	1.03	†s7DDI	(distributors 93BJ)				(distributors 93BJ)				
	21	3.50	†s7DDI	tulle 3¼ x 3¼ in 10	36	2.88dz	0.20 †	tubular bandages	1	0.22	0.33	
PEN (1393 BRL)				strip 3½in x 5yd	36	2.88dz	0.35 †		2	0.25	0.37	
usion set	19.79		TS	SURBEX T (2 Abbott)	3.60dz	..	0.44 †		NCB	0.26	0.39	
ABAND (1127 Seton)				Filmtabs	100	1.50	2.25		2X	0.28	0.42	
distributors 93BJ)				SWEETEX (751 ILL)					3	0.50	0.75	
e paste and iodochloro-				tablets	500	2.07dz	0.23		3X	0.60	0.90	
hydroxyquinoline	2.16dz	..	0.26		2000	6.84dz	0.76		4	0.70	1.05	
CTIVAN (1556 Farillon)				SYNALAR (649 ICI)					5	0.80	1.20	
plets	100	1.20	†s4B	ointment	15 g	D	6	0.94	1.40	
ONAL (1556 Farillon)				suppositories	12	D	8	1.12	1.68	
plets	250	2.50	†s4B	SYNANDONE-N (649 ICI)				domestic pack		0.14	0.20	
CAL (1599 Winthrop)				TARBAND (1127 Seton)				applicators	F/A	0.22	0.32	
iseptic	170 ml	0.10	0.15	(distributors 93BJ)					2X	0.44	0.65	
	450 ml	0.24	0.36	zinc paste and coal tar					3	0.50	0.75	
	2.25 l	0.71	1.06½	bandage	2.16dz	..	0.26		3X	0.54	0.80	
ATOGEN (1530 Fisons)				TELEPAQUE (1599 Winthrop)					4	0.60	0.90	
Itivitamins plus iron				tablets	36	1.40			5	0.74	1.10	
	120	9.60dz	1.20	T.H.A. (1305 WB)					6	0.80	1.20	
MINAL (1599 Winthrop)				ampoules 2ml	5	0.44	0.66	bandage clips (50)	1053	0.65	1.00	
plets	100	0.98	†s1s4A	100	5.32	..	7.98	TUINAL (413 Lilly)				
	500	4.73	†s1s4A	THEAN (68 Astra)				Pulvules 100mg	100	0.35	0.53 †s1s4A	
ONAL (413 Lilly)				ampoules 400mg/4ml					500	1.68	2.52 †s1s4A	
ium Pulvules					5	0.47			5000	16.39	24.59 †s1s4A	
80mg	100	0.26	0.39 †s1s4A	suppositories 500mg	10	0.45			200mg	100	0.58	0.87 †s1s4A
	500	1.14	1.71 †s1s4A	tablets 300mg	100	0.95				500	2.67	4.01 †s1s4A
00mg	100	0.39	0.59 †s1s4A		250	2.12				5000	25.56	38.34 †s1s4A
	500	1.84	2.76 †s1s4A	THEOMINAL (1599 Winthrop)				UMBRADIL (68 Astra)				
	5000	17.59	26.39 †s1s4A	tablets	250	1.35	†s1s4A	viscous U	40 ml	8.80dz
h (2 Abbott) existing entry			D	TONSILIN (1599 Winthrop)				URABAND (1127 Seton)				
EN (2 Abbott)				tablets	40	0.47	TS	(distributors 93BJ)				
erinary suspension				TOSMILEN (68 Astra)				zinc paste, ichthammol				
	100 ml	0.26	0.39	eye drops 0.25% 5 ml	0.55	..	†s1s4A	and urea bandage	2.16dz	..	0.26	
	500 ml	0.82	1.23	0.5% 5 ml	0.69	..	†s1s4A	URELIM (1305 WB)				
EN (1127 Seton)				TRICADERM (1176 Squibb)				tablets 0.5g	100	1.60	2.40	
distributors 93BJ)				solution	25 ml	2.00	3.00 TS		500	7.20	10.80	
loset colostomy bags				TSABRA (1387 L of L)				VARICO (1127 Seton)				
x 10cm	100	4.00		cotton wool	75 g	0.12	0.18	(distributors 93BJ)				
x 12.5cm	100	4.40		TUBIFOAM (1127 Seton)				leg bandage				
x 14cm	100	4.00		(distributors 93BJ)				3in x 3yds	0.46	0.68		
5 x 12.5cm	100	4.00		dressing (12)	550	0.74	1.10	VASLOX (208 BW)				
perial sizes			D		551	0.74	1.10	nasal spray puffer				
matological gloves					552	0.74	1.10	solution	15 ml	0.16	0.24	
small (24)	1.90	..	2.70		554	0.94	1.40	VELBE (413 Lilly)				
medium/large (24)	1.90	..	2.70		555	0.94	1.40	ampoules dry powder				
diatric urine collectors					556	1.20	1.80	10mg	10 ml	4.41	6.62	
(100)	3.00				574,575	1.00dz	0.12	VIACUTAN (1305 WB)				
a-pads (pair)	0.93	..	1.40		576,577	1.20dz	0.15	cream 1	25 g	0.18	0.055	0.32
ne drainage bags					578	1.44dz	0.17		200 g	0.66	0.20	1.19
individually sealed boxes				TUBIGRIP (1127 Seton)				emulsion 1%	100 ml	0.36	0.11	0.65
standard long tube				(distributors 93BJ)					400 ml	0.90	0.27	1.62
(100)	7.00			radial pressure bandages								
short tube (100)	7.00			10m rolls	G3	1.54	2.20	VICK (1055 RM)				
on-return valve (100)	8.00				G4	2.28	3.25	formula 44 cough	2 oz	2.135	0.64	0.29 †DDI
drainage outlet (100)	15.00				G4RT	2.63	3.75	linctus	4 oz	3.385	1.015	0.46 †DDI
nk packed boxes					G4X	2.63	3.75					
standard long tube					G5	2.96	4.25	VORTEL (413 Lilly)				
(250)	12.50				G6	3.36	4.80	Pulvules	100	0.67	0.20	1.21 †s7
short tube (250)	12.50							syrup	120 ml	0.28	0.08	0.50 †s7
on-return valve (250)	15.00								450 ml	0.85	0.23	1.51 †s7
drainage outlet (250)	30.00											

	Trade	Tax	Retail		Trade	Tax	Retail		Trade	Tax	Retail
WELLCOME (208 BW)				vials					topical 4%	25 ml	0.21
foot rot vaccine (vet.)				0.5% 50ml	0.23		viscous	150 ml	0.46
40 ml	0.72	..	1.08	1% 20ml	5 0.55	XYLOCARD (68 Astra)			TS
240 ml	4.00	..	6.00	50ml	0.24	solution 2%			TS
WELLDORM (1154 SNP)				2% 20ml	5 0.59	disposable syringe	5 ml x 5	1.79	..
elixir	150 ml	0.32	..	50ml	0.25	solution 10%			..
500 ml	0.81	..	1.21½s4B	with adrenaline 1-200,000				disposable syringe	5 ml x 10	4.40	..
tablets 650mg	50	0.38	..	ampoules				XYLODASE (68 Astra)			..
250	1.44	..	2.16 s4B	1% 10ml	20 1.24	tube	15 g	2.64dz	..
150 mg	25	0.16	..	vial				XYLOPROCT (68 Astra)			TS
500	0.95	..	1.42½s4B	0.5% 20ml	5 0.53	ointment	15 g	7.50dz	..
WHITE'S DR. (761 Lilia-White)				50ml	0.23	suppositories	10	0.52	..
sanitary towels				1% 20ml	5 0.55	ZINCABAND (1127 Seton)			..
Carefree	size 1	1.45dz	..	50ml	0.24	(distributors 93BJ)			..
2	1.65dz	..	0.17½	2% 20ml	5 0.59	zinc paste bandage	2.16dz	..	0.26
Sanspenders	0.10	50ml	0.25				
XYLOCAINE (68 Astra)				with adrenaline 1-80,000							
plain ampoules				cartridge red							
0.5% 10ml	20 1.10	2% 2.2ml	100 2.20				
20ml	5 0.94	1.8ml	100 2.15				
1% 5ml	50 2.09	with nor-adrenaline 1-80,000							
10ml	20 1.24	cartridge yellow							
20ml	5 1.02	2% 2.2ml	100 2.20				
2ml	100 2.07	1.8ml	100 2.15				
1% 25ml	0.23	antiseptic gel	15 ml 1.82dz				
2% 2ml	100 2.75	eye drops 4%	4 ml 0.36				
5ml	50 2.34	gel 4%	15 ml 1.65dz				
catridge blue				ointment 5%	15 g 2.20dz				
2% 2.2ml	100 2.20	spray 10%	82 g 1.46				

THIS WEEK'S CHANGES

	Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p		Trade £.p	Tax £.p	Retail £.p
ADEXOLIN (518 Glaxo)				MARIVAX T. H. V. (208 BW)					RYNACROM (1530 Fisons)		
liquid new formula				vaccine living (vet.)					capsules	100	3.15
10 ml	0.68	..	0.09	250 dose	12.75	..	15.00		insufflator	0.47	..
50 ml	0.225	..	0.30	MITCHUM (1520 IPM)					Sofra-Tulle (1087 Roussel) existing entry		
Airwick (671 Jeyes) existing entry				anti-perspirant cream	1.33	0.40	2.18				
AIRWICK (671 Jeyes)				liquid	1.33	0.40	2.18		SOFRA-TULLE (1087 Roussel)		
aerosols, alpine, lilac				spray	1.33	0.60	2.35		pieces 10 x 10 cm (10)	0.50	..
time, springtime	283 g	1.90dz	..	esoterica cream					tins 10 x 10 cm	0.33	..
bottles wick		2.28dz	..	original	0.93	0.42	1.68 †		VACCO (1265 Vacco)		
refill		1.90dz	..	facial	0.93	0.42	1.68 †		flasks		
solid		2.36dz	..	fortified	1.30	0.585	2.34 †		de luxe VLP	..	0.59
ALEXA (1364 HMS)				MORGAN'S (861 MPC)					master minor VMS/H	..	0.49
ilco/colostomy bags	24	2.15	..	hair colour restorer					standard VMS	..	0.53
adjustable elastic belt				170 cc	1.70dz	0.765dz	0.29		major VMS/D	..	0.80
pr.	0.275	hair darkening cream					family VMS/Q	..	0.88
ALEXANDRA (1364 HMS)				100 g	2.17dz	0.975dz	0.38		best buy minor		
colostomy bags				jar 50 g	1.60dz	0.72dz	0.24		VBBH	..	0.49
12 x 4 in	0.36	100 g	2.40dz	1.08dz	0.38		standard	..	0.53
12 x 5 in	0.40	200 g	3.22dz	1.45dz	0.51		VBB	..	0.53
12 x 6 in	0.65	perfumed	25 g	1.53dz	0.69dz	0.24	major	..	0.80
12 x 8 in	0.75	tube 50 g	2.17dz	0.975dz	0.34		VBBQ	..	0.88
24 x 4 in	0.43	jar 50 g	2.17dz	0.975dz	0.34		carnival	..	0.49
24 x 5 in	0.43	20 oz	4.80dz	2.16dz	0.75		VCH	..	0.53
AMYTAL (413 Lilly)				shampoo cream	55 cc	0.90dz	0.27dz	0.13	VC	..	0.80
and ephedrine Pulvules				liquid		0.90dz	0.27dz	0.13	VCD	..	0.88
100	0.38	anti-dandruff		0.90dz	0.27dz	0.13	VCQ	..	0.88
ANGIER (172 BMCL)				salon size	4.20dz	1.26dz	0.59		tea flask standard		
children's cold relief drink	0.115	0.035	0.20	POLAROID (989 Polaroid)					TF2	..	0.69
COOPEX (295 CM&R)				sunglasses					family TF/Q	..	1.07
Domestos (382 Domestos)				clip-ons 173; 183;					refills		
DOMESTOS (756 Lever)				1131; 1132	1.15	0.02	1.75		master and tea flask		
regular	1.135dz	..	0.11	metals 223; 223T;					standard	RS	0.33
large	1.341dz	..	0.13	4111; 4114	1.82	0.02	2.75		family	RF	0.55
giant	1.64dz	..	0.16	424; 424T; 664; 664T;					cups & lids		
old formula packs				4128	2.15	0.02	3.25		VCH, VBBH & VMSH		
GERMAINE MONTEIL (1486 GM)				6104	2.49	0.02	3.75		VLP	..	0.08
Super Moist body fluff	2.85	4109	1.65	0.02	2.50		stoppers 8 oz & 16 oz	..	0.08
JOHNSONS (673 JofH)				plastics 630	0.99	0.02	1.50		jars	JS	2.75
Agfacolour processing outfit				640; 8109	1.32	0.02	2.00		refill	JR	1.80
developer outfit	1.50	..	2.25	8123	1.65	0.02	2.50		jug tea/coffee	OJ	1.39
LANCOME (726 Lancome)	0.745	..	1.12	552; 8120; 831	1.99	0.02	3.00		PQJ	..	1.23
naïl products				366; 367	2.15	0.02	3.25				
base coat	0.75	ROBINSONS (1449 R&CFD)							
enamels plain	0.95	baby rice	6 oz	1.10dz	..	0.11½A			
pearlised	1.10	high protein cereal	4 oz	1.195dz	..	0.12½			
remover	0.90	mixed cereal	6 oz	1.10dz	..	0.11½			
topcoat	0.80	ready cooked groats	6 oz	1.10dz	..	0.11½			
LOXON (295 CM&R)											
pellets	7 lb										

AMENDMENTS TO KEY TO SUPPLIERS
49 A & V = Antibiotics & Vitamins Ltd, 43 Worship Street, London E.C.2.

299 C & T = Cosmetics and Toiletries, 5 Grosvenor Road, Etingshall Park, Wolverhampton.

1336 WJ & C = Wilcox, Jozeau & Co Ltd, 215 Coldharbour Lane, London SW9 8RX. 01-274 3237.

1399 TLC = The Luckstone Co, P. O. Box 51, Shipley, Yorkshire BD18 4HZ.

1514 Brocapharm = Brocapharm Ltd, Trend House, Pyrford Road, West Byfleet, Surrey. Byfleet 45536.

AMENDMENTS TO KEY TO SUPPLIERS
710 Knox = Knox Laboratories Ltd, 5 Western Road, Aston Clinton, Aylesbury, Bucks.

938 P D = Parke Davis & Co, Usk Road, Pontypool, Mon. NP4 8YH. Pontypool 2468.

You're never going to get rich on the National Health. To provide a lot of the bread and butter as well as the marmalade, you stock a list of goods which grows as fast as the 'whiz kids' invent them.

Manufacturers offer you enormous mark-ups to persuade you to stock. And Macdonald are in no way exceptional. Except that our profit margins are highest of all.

But our price structure isn't based on what we think the market will stand.

Macdonald give you big margins because we sell direct. Granted, other manufacturers work like that. To get margins anything like reasonable though you've usually got to buy enormous quantities. Which is where you *really* score with Macdonalds.

To benefit from our Top Terms, you need only buy as few as five cases. Not all of the same thing either – your order could comprise a five case assortment of

Silcot Santowels and Briefs
Macdonald Household Cotton Wool
Certor Surgical Dressings

With Macdonald, you stock less, make more. Talk to our representative next time he calls, you'll find it's a better way to do business.



MACDONALD OF MANCHESTER

Portland Mill, Ashton-under-Lyne, Lancs. Telephone 061-330 4422, Telex 669843
 Member of the Wellcome Group of Companies

This year, Liqufruta has plenty going for it.

First, there's a big new advertising campaign featuring Liqufruta as the Cough Stopper.

There'll be lots of great ads. in the mass circulation newspapers right through from November until March.

To back all this up there's lots

of point of sale display material for you, linking the advertising to your shop.

And as if all that wasn't enough, there are exciting bonus terms.

Ask your Liqufruta representative for full details.

And start something big in the way of sales with Liqufruta - the cough stopper.

Start something big with Liqufruta-

the cough stopper



Liqufruta Ltd.,
43-59 Clapham Road,
London, S.W.9.

COMMENT

A gap to fill

The world of pharmacy, and not that of Scotland alone, has suffered a severe blow by the death of Dr George H. Macmorran, resident secretary of the Scottish Department of the Pharmaceutical Society.

He followed in the footsteps of a number of eminent pharmacists who have held the post over the years—John Rutherford Hill, Joseph Tait and David McCall—to name but three of his predecessors. All were men of character and distinction, and in no way did George Macmorran suffer by comparison. He was a man of charm and integrity, who did much to add to the already high reputation of the Scottish Department.

Considerable influence

The resident secretary in Scotland is in a unique position, in a capital city the size of Edinburgh, with its Government departments and its university, his influence is considerable. It is, therefore, a tragedy to lose such a figure prematurely, for his wide experience—in retail practice, in teaching, examining and in manufacturing, proved of inestimable value to the Society, enhancing its stature immeasurably.

He was not the less efficient for his quiet manner and self-effacing modesty.

It will be a task of no mean order to find a successor of the same calibre, but every effort must be made to secure a continuance of the influence of the Scottish Department in all directions—not least in its dealings with the parent Society in London, in which, indeed, it has on

very many occasions filled the role of an Upper House.

The path of the newcomer will be made smoother by Dr Macmorran's devoted years of service.

Samples—the talking starts

When Ortho Pharmaceutical announced—with some pride—their intention to give pharmacists the control of Ortho-Novin 1/50 sampling (last week, p. 249), they were obviously not expecting to provoke the wrath of ethical and commercial interests alike. But provoke it they did, and in deference they have "suspended" the scheme.

Some of the opposition was undoubtedly based on incomplete information, and some comments made on the ethical side seemed spurious to say the least. But the point has been taken, and the parties are now to get round the table—as we suggested they should.

Mr J. Wright, NPU director, this week welcomes the idea of pharmacist control of samples, and this is undoubtedly the approach that will bring the most fruitful results out of the meeting.

Certainly there are sound arguments to be advanced against the way sampling is conducted at present, and, in some cases, even its motives. But the aim now must be positive—to achieve a professional method of sample distribution which recognises that they are sometimes a commercial necessity, however much they may be deplored by the purist.

The sooner the Association of the British Pharmaceutical Industry is made a party to these talks, the sooner may we expect an agreed solution to the whole problem.

BUSINESS Q & A

I believe there is a new system for allowances for plant and fixtures and fittings; how will it work?

The new system will apply only in respect of assets purchased after October 27, 1970. Those assets will qualify for a first year allowance of 60 per cent (100 per cent in development areas) and an allowance of 25 per cent of the balance as writing-down allowance in following years. The existing rules regarding balancing allowances and charges continue more or less unchanged. The new first year allowance does not apply to motor cars.

I own my business premises and my business is carried on through a limited company. I am now proposing to retire and have arranged to sell both my shares and my business premises to a multiple. Most of the gain which I hope to make will relate to the property. I understand that there is relief on retirement. Can I claim this?

Relief on retirement arises under the provisions of Section 34 of the Finance Act 1965. The relief is based upon leaving

out of charge £2,000 of retirement gain for each completed year after the sixtieth birthday, with a maximum of £10,000. Although as a director your remuneration is charged under Schedule E it would nevertheless seem that the business assets need not all belong to the company paying the remuneration, for Section 34(S) includes as "chargeable business assets" assets which are used for the purposes of a trade profession vocation office or employment. Thus it would seem that you have a case for arguing that the gain on disposal of your business premises should be included for this relief.

I have sold my business for a considerable sum. I am now retired and wish to make estate duty provision, but must maintain my spendable income at its present level. Can you advise?

Some insurance companies assist in this problem. The method is to use a large capital sum in purchase of an annuity. At the same time a life policy is taken out and after payment of the first month's premium it is assigned to a beneficiary who pays the subsequent premiums. Part of the annuity can be used for this purpose and estate duty savings can be considerable. You should obtain further information through your professional advisers.

I understand that if I retire and sell my business I get relief from capital gains tax. Does it make any difference if the business is a company?

You get relief upon retirement if you dispose of business assets. The relief is £2,000 for each year over the age 60 with a top limit of £10,000. If the business is a company the same position applies but it is necessary to apportion the consideration for the shares sold since only that part relating to the sale of chargeable business assets is subject to relief. This operates mainly to permit the inclusion of investments among the assets ranking for relief.

My employers have stated that they intend selling the pharmacy I manage for them, and that they will pay me compensation if I am in their employ at time of sale. Can you tell me the position if I leave earlier? Can I still claim compensation, as I shall almost certainly be put to the expense of moving?

Unless there is provision for compensation to be paid in your contract of employment, it is very doubtful indeed whether you could make such a claim. Is this perhaps not best dealt with by negotiation between you and your employers?

COMMERCIAL PHARMACY IN THE WEST OF SCOTLAND

In the eighteenth century, the druggists Balmano operated a herb garden on the site now occupied by Strathclyde University, but the pharmaceutical profession began to assume its modern shape only at the beginning of the nineteenth, when the surgeons disassociated themselves from the barbers and became "Surgeons and Druggists". They, together with the apothecaries, handled most of the trade in drugs.

A number of apothecaries and some drysalters expanded into wholesaling and founded companies that still exist today. The involvement of drysalters stemmed from their interest in the import of oils and resins and their holding of stocks of dyes and chemicals for use in the textile industry. A more unusual method of trading existed in the shape of the packman who trudged from village to village carrying his wares on his back, often including in his stock a supply of business samples.

Modern wholesale practice

In the West of Scotland, from the Western Isles to the Borders, there are now eight firms supplying drugs. The geography of the area is such as to present anyone engaged in distribution with almost unique problems. Customers who are within 30 miles, as the crow flies, may be 100 miles away by road, and use has to be made of steamers to serve both the Argyllshire mainland and the Western Isles. Curtailment and re-organisation of steamer services is imposing further strains on the efficiency of services provided for the outlying communities.

Ayrshire Pharmaceuticals Ltd started life in 1964 as a "buying group", but the operation soon grew to the extent that it became possible to create an entirely new wholesaling company. The directors, who are all pharmacists, concentrated initially on their immediate area, but the service was later expanded to cover Lanarkshire. Among the innovations was the system of supplying customers with cash-and-carry order pads for over-the-counter lines. After several changes of abode, the company is now established in a new warehouse at Kilmarnock, employing 30 people and five vans. It is anticipated that the turnover will exceed £1m this year.

The year 1887 saw the foundation of Brown, Gray & Co in York Street, Glasgow. By 1915 they had outgrown those premises, and a move to Anderston Cross was undertaken. A further move followed in 1967 when the present modern building in Cambuslang was occupied. There, a fleet of six vans and a staff of 45 provide

a comprehensive service in Glasgow and Central Scotland.

The Boots organisation have a complex at Airdrie which supplies their own retail branches as well as contracting hospitals throughout Scotland.

John Hamilton (Pharmaceuticals) Ltd started business in 1875, as agents for a company manufacturing oils for pharmaceutical use, at Washington Quay on the Clyde. In 1918, the company moved to Glasgow Cross and expanded into drugs and galenicals, with further expansion after 1948 into the distribution of "ethicals". In 1968, John Hamilton's moved to new premises at Palmerston Place, close to the Inner Ring road, and now have a staff of over 50 operating a daily service within Central Scotland.

The Vestric Group control three companies in Glasgow, each of which retain their original name but which have all moved to new premises outside the city centre. The companies are W.&R. Hatrick Ltd, New Apothecaries Ltd and T.&H. Smith Ltd.

W.&R. Hatrick Ltd were founded in the early nineteenth century as manufacturing and wholesale chemists in Paisley and, after becoming established, transferred to Glasgow. The company was sold to T.&H. Smith in 1934, and that in turn was sold to Glaxo in 1962. The rambling Renfield Street warehouse was vacated in 1968 and a comprehensive service, including surgical appliances, is now provided from their East End warehouse.

Macarthys Ltd opened their Glasgow branch in 1961. The service, operated from the Balmore Industrial Estate, covers

Glasgow, Edinburgh and surrounding areas. The staff of 100 distribute a range of products, including over-the-counter lines and a complete surgical range.

The New Apothecaries Co was founded in 1824 by seven physicians as both a retail and wholesale organisation. The company was absorbed into the Vestric Group and now operates from a new warehouse in South Glasgow.

Jas. Taylor (Trongate) Ltd trace their history from 1805, when the founder traded as a drysalter. It is interesting to note that their original premises had been occupied by Henry Bell, who built the steamship Comet in 1806; also that in 1880 both proprietor and employee started work at 6 am. Like other companies, Taylor's have moved from the city centre and now operate a comprehensive service from a new warehouse in Clydebank.

In an effort to expand their activities in 1901, T.&H. Smith, of Edinburgh, bought Brown Bros, of Glasgow, and then amalgamated with the Glasgow Apothecaries Co in 1919. The spectacularly disastrous fire of 1962 resulted in a temporary transfer to the premises of Cockburn & Co with the later removal to a new warehouse. The company were bought by Glaxo and now distribute "ethicals".

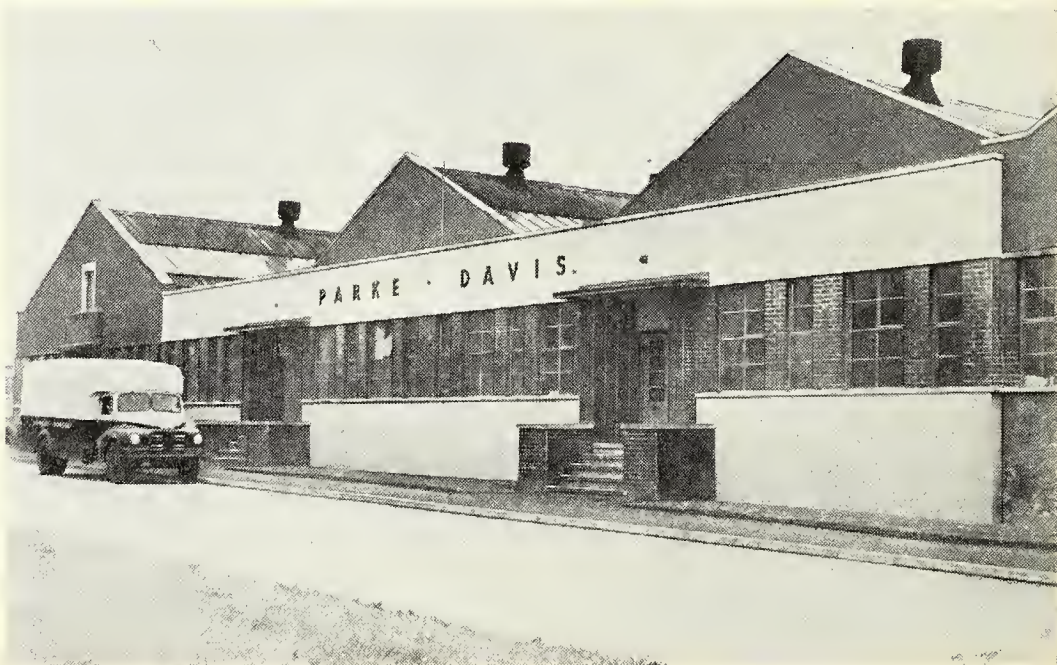
This summary would not be complete without mention of Cockburn & Co—although they have now left the wholesale field. C. T. Cockburn started in retail business in 1884, opened several branches and expanded into wholesaling. The distributive side of the business closed 10 years ago, but the 26 retail branches, plus the shipping and industrial medicines interests, are proof of a vigorous and well-diversified organisation.

Industrial practice

All the industrial concerns operating in the West of Scotland are of recent origin and most of them have their roots outside the region. The scale of operations varies greatly—as does the type of product.

Alginate Industries Ltd have two plants, one at Girvan and the other at Connel, Argyllshire. The sole interest of the com-

Parke Davis depot at Carfin



pany is the collection and processing of brown sea-weed. Founded in the 'thirties, they have increased their production until they are now the second largest producers of alginates in the world. The main product is sodium alginate, together with other salts and esters of alginic acid. The output is used in both the food and pharmaceutical industries, with smaller quantities being used in other fields. The company provide work for 1,000 people, including Hebridean crofters who collect the sea-weed on a part-time basis.

Boots' Airdrie factory employs 700 people and was opened in 1949. It is responsible for the manufacture of both pharmaceutical and cosmetic products for the Boots organisation.

Carfin in Lanarkshire was the site chosen in 1954 by Parke-Davis for their Scottish depot, which now supplies Scotland and Northern England. The staff of 40 are engaged in the production and packing of bulk liquids and the repacking of tablets, in addition to their distributive function. The plant will not be affected by the recent transfer of the English factory.

Ilon Laboratories of Hamilton are mainly engaged in the production of a range of skin preparations for hospital and general practice use.

Inter-Alia Pharmaceuticals moved from South-east England to Girvan in 1969 and now employ 70 people in the production of generic tablets and contracted goods. A new department handling creams and emulsions is now operating, and it is hoped to have a sterile unit functioning by the end of this year.

In 1944, Organon Laboratories decided to move to Newhouse in Lanarkshire and the transfer was completed by 1949. There are now three major units—chemical, pharmaceutical and cosmetic. The chemical section turns out hormones, non-steroids and cholesterol, whilst the pharmaceutical section produces a range of "ethicals". The products of the cosmetic department are becoming increasingly popular at home and abroad. As a result of current expansion, it is hoped to increase the total research staff from 100 to 250 by 1973, bringing the personnel level to 500.

Roche Products Ltd are engaged in the production of pharmaceuticals at their £8m Ayrshire factory, the establishment of which considerably eased the employment situation in the area. The products include thiamine and pantothenates.

H. J. Wade & Co, of Bolton, were acquired by Wade Pharmaceuticals Ltd, of Bishopbriggs, in 1946, and they now have a range of 12 "ethical" lines which are sold through pharmacies, many of the items being exported. In addition, Sister Laura's baby products are made here for both the UK and Irish markets.

Although Wallace, Cameron & Co Ltd are a wholly-owned subsidiary of the Smith & Nephew group, they exist solely as a result of local enterprise. Originally concerned mainly with the production of adhesive dressings and disinfectants, they now specialise in alginate dressings. Diversification of interests has resulted in the introduction of a wide range of specialised polishes, disinfectants and detergents for direct sale by the company's own sales force of 400. Take-over of



Sauchiehall Street, Glasgow

the Cromessol Co and expansion into over-seas markets have further increased turnover in the past few years.

Since the last Glasgow Conference in 1950, the number of contractors within the city has fallen from 364 to 168. The reasons for this reduction are manifold, but the two main factors are the redevelopment of the city and the failure to continue the operation of uneconomic premises. Distribution of pharmacies is increasingly falling in to the hands of Glasgow Corporation as more and more of the existing shopping centres are demolished and are replaced by municipal developments.

In a city where there is no outstandingly old business and few with unique characteristics, it would be unfair to the majority to pick out individual pharmacies, and it is enough to say that the standard of service provided is high and

that few areas lack a complete pharmaceutical service. The first health centre in the city was opened this year at Woodside, but as yet lacks a pharmacy, although it is hoped that a unit will be operated by a consortium of pharmacists who have been either displaced or adversely affected by redevelopment of the district.

The number of pharmacies outside the city has been declining, but not at the same rate, over the period. In some of the more remote parts of the area, pharmacy must be greatly subsidised either by catering to the tourist traffic or by specialising in veterinary pharmacy. As one pharmacist describes it: "I have 2,000 people and 20,000 sheep as customers."

Renfield Street, Glasgow



A GLASGOW DISPENSARY

WITH A TELEPRINTER

Over 2,000 items dispensed in a day during a recent epidemic. A dispensary staff of seventeen, headed by five pharmacists. No, not at a London teaching hospital, but in one of the larger branches of the Boots organisation, situated in Glasgow at the corner of Union Street and Argyle Street.

Dispensary, chemist and surgical departments are open 8 am to 10 pm on week-days (including Bank Holidays) and 11 am to 8 pm on Sundays.

The branch opened on its present site (which was then underneath the Adelphi Hotel) in 1925. It was rebuilt in 1962 to give a store with a total sales area of about 22,000 sq ft. Over the years the layout has been modified to meet changing needs. Originally, the dispensary was on the ground floor and when the rest of the store was closed a 6 pm, partitions had to be erected to maintain access to the chemist department, which remained open throughout the night.

Later, with the advent of NHS dispensing, a larger dispensary was built on the first floor. Whilst large enough to cope with the demand, it presented practical operational difficulties and when the premises were rebuilt the dispensary was re-sited in the basement.

Independent unit

The existing basement is a self-contained unit housing dispensary, chemist and surgical counters, fitting room and waiting area. Out of normal shop hours it operates as a completely independent unit. It has its own "back shop area" containing stockrooms and staff rooms. The

most recent modification to the layout has been the complete removal of the dispensary screen. The dispensary, which is raised about 2 ft above the remainder of the floor is now visible to the public (see illustrations).

In addition to the basement there are three other shopping floors with a second chemists counter on the ground floor.

The first prescription book is still preserved at the branch, the first entry dated December 16, 1925. Nearly 4,000 prescriptions are entered in this book, which covered a period of 14 months.

Large staff

The present-day branch has a total staff of 275 under the management of Mr John A. Tinker. Mr Tinker joined Boots in 1954 and registered as a pharmacist in 1958, having studied pharmacy at Bradford. His assistant manager is Mr Peter J. Robbins, who, after joining in 1953, was registered in 1959. He read pharmacy at Bristol. Drug manager is Mr William E. Whittles, who joined the company in 1964 and graduated from Manchester University in 1965. These three managers are in addition to the dispensary pharmacists. The dispensary staff operate on a shift system.

There are entrances from the ground floor of the main shop and from the street to the basement staircase. The dispensary area is about 900 sq ft. There is a customer waiting area with seating for 50 and this can be extended at peak periods. Separate chemist and surgical counters flank the central prescription reception area. A desk is available for customers to

complete exemptions on the reverse of their prescription forms. A numbered docket system operates, and prescriptions are dispensed in sequence and checked by the dispensary manager.

Elevated and open

The dispensary is elevated and open to the view of the public. A low screen fitting between the reception area and dispensary acts as a checking counter from which the dispensary manager has a full view of the counters, the waiting area and the dispensary. The fittings in the dispensary are arranged to give central working positions with stock shelving round the peripheral walls. There are seven working units, each 8 ft long, providing comfortable working space for up to 21 staff. There is ample bench space for expansion at peak periods such as epidemics. Above each working bench are stocks of the more frequently dispensed products and stocks of labels, tablet bottles and caps. Two dispensing scales are provided on each 8 ft section. In the drawers below are supplies of caps, sterile dropper bottles, ointment pots and other containers. At the end of each unit is a store of dispensing bottles necessary for liquid preparations.

Special sections of the dispensary are set aside for the preparation of ointments, the preparation of sterile products and the necessary clerical work.

The stock-room at the rear is about 700 sq ft and contains back-up stock, containers and oxygen cylinders and equipment.

The dispensary is run as a team operation; each member has dispensing duties but individuals take responsibility for specific tasks such as oxygen, truss fitting, elastic hosiery, stock ordering, doctors' orders and account business, and prescription sorting.

There is a direct teleprinter line to the company's warehouse for dispensary items. This service is operated from the branch for its own requirements and also on behalf of 25 other branches in the area. An order placed up to 5.45 pm on any week-day will be delivered the next week-day by 9.00 am.

The pharmacist's view



As the customer sees it





Although STIEFEL (UK) were established in 1965 many dermatologists still complain that some CHEMISTS have never heard of us.

Our range of DERMATOLOGICAL products have been stocked by ethical wholesalers since 1965 and any chemist can order our products through his usual wholesaler/s.

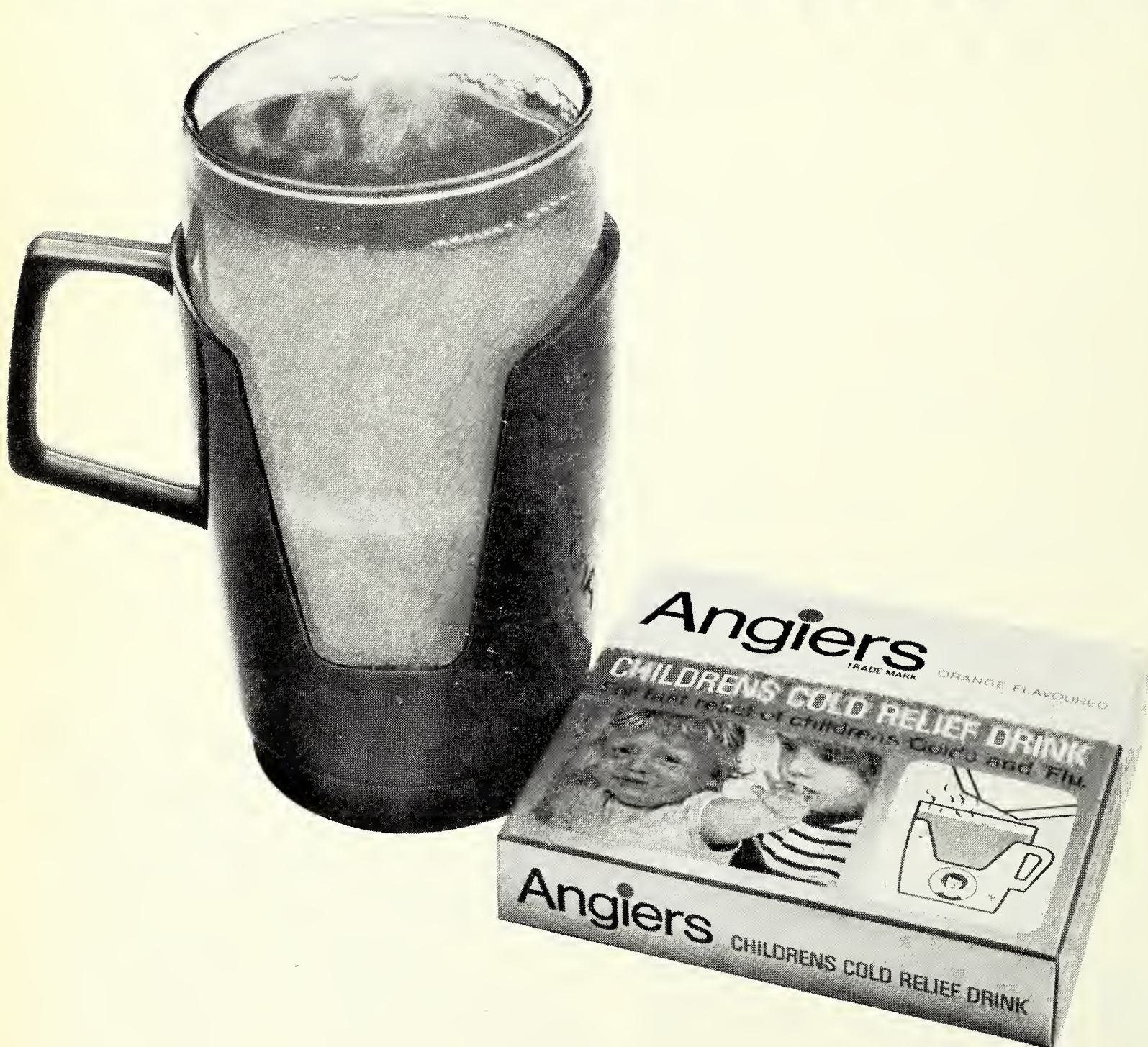
	How Packg'd. units	Product No.	Size	Retail Price incl. P.T. each	Trade price each	P. Tax each
ACNE-AID Bar Hypo-Allergenic Cleanser for greasy skin, acne, seborrhoea	10	1012	100g	31p	17p	6p
BENOXYL Cream 1 Plain Benzoyl peroxide skin cream for acne vulgaris	20	3527	30g	44p	29p	Nil
BENOXYL Cream 2 Regular Sulphur-Benzoyl peroxide skin cream for acne vulgaris	20	3528	30g	44p	29p	Nil
BENOXYL Cream 3 Strong Sulphur-Benzoyl peroxide skin cream for acne vulgaris	20	3529	30g	44p	29p	Nil
BENOXYL Lotion Plain Benzoyl peroxide skin lotion for acne vulgaris	20	3517	30ml	44p	29p	Nil
BENOXYL Lotion Regular Sulphur-Benzoyl peroxide skin lotion for acne vulgaris	20	3518	30ml	44p	29p	Nil
BENOXYL Lotion Strong Sulphur-Benzoyl peroxide skin lotion for acne vulgaris	20	3519	30ml	44p	29p	Nil
OILATUM Application Emollient-antipruritic	10	856	75g	52p	28p	10p
OILATUM Bar Cleanser for dry sensitive or irritated skin	10	1058	100g	31p	17p	6p
OILATUM Emollient Emollient-antipruritic	20	760	150ml	73p	39p	14p
OILATUM Emollient	1	160	1000ml	£3.36	£1.80	66p
POLYTAR Emollient Concentrated tar bath oil for psoriasis, eczema, atopic and pruritic dermatoses	10	493	230ml	£1.07	71p	Nil
POLYTAR Emollient	1	193	1000ml	£3.15	£2.10	Nil
POLYTAR Liquid Scalp cleanser for eczema psoriasis seborrhoea	20	1511	65ml	37p	20p	7p
POLYTAR Liquid	20	711	150ml	60p	32p	12p
POLYTAR Liquid	1	111	1000ml	£2.99	£1.60	59p
SPECTRABAN Lotion Protection for solar radiation	20	1771	60ml	88p	47p	17p
ZeaSORB Powder Absorbent, deodorant, non-caking antibacterial	20	1505	60g	47p	25p	9p

All sales 100% guaranteed returnable for full credit



STIEFEL LABORATORIES (UK) LTD.,
825 YEOVIL ROAD, SLOUGH SL1 JA.
CABLES: STIEFELABS, SLOUGH. TEL: 31914.

Angiers intro cold relief drink



duce the only k for children.

This winter mothers can treat their childrens' colds with complete confidence. For the first time a cold relief drink specially formulated for children of 2 years and over is available.

This new medicine contains Paracetamol, Phenylephrine hydrochloride, Menthol, Sodium Citrate and Vitamin C and is formulated to relieve the discomforts of sneezing, stuffy and runny noses, headaches and feverishness.

It also has a pleasant orange taste because children prefer an orange flavour.

Angiers Cold Relief Drink will be introduced to mothers by advertisements appearing in Woman's weekly and monthly magazines starting during the first week in November.

Angiers Cold Relief Drink is now available on a special introductory bonus.



Angiers-the name mothers trust.

10% extra profit if you order from Radiol now!

Choose from these 3 parcels. Colourful FREE display material will be sent with your order.



PARCEL 1

Radian/Radiol. Any combination of Radian & Radiol products. (Minimum order £8)

PARCEL 2

Biovital. Order 15 bottles or more (Minimum order £10)

PARCEL 3

Radian/Radiol/Biovital. Any combination of Radian and Radiol products plus a minimum order of SIX bottles of Biovital Vitamin Tonic. (Minimum order £12)

- RADIAN-B Aspirin Spirit Liniment
- RADIAN-*a* Spirit Dressing
- RADIAN MASSAGE CREAM
- RADIAN BATH SALTS
- ARADOLENE Analgesic Cream
- ASPELLIN (E.C.10 only)
- RADIOL Veterinary Products
- BIOVITAL Vitamin Tonic.

Radian-B Aspirin Spirit Liniment is advertised regularly in *all these papers*: Daily Express, Daily Mirror, The Sun, News of the World, People, Sunday Mirror. *And these magazines*: Reveille, Thomson's Weekly News, My Weekly, People's Friend, True Romances, True Magazine, Woman & Home, Woman's Own, Woman's Weekly.

Radian Massage Cream is also backed by national advertising—punchy sports-page insertions in News of the World, The People, Daily Mirror and The Sun.

ORDER NOW FROM:

RADIOL CHEMICALS LIMITED,
Stepfield, Witham, Essex. CM8 3AG
Telephone: Witham 2538

INFORMATION FOR MANUFACTURERS

Custom synthesis

Wychem Ltd, Haverhill Road, Stradishall, Newmarket, Suffolk, now offer research and development facilities in organic chemistry. The company can also undertake the purification of solvents, research and development programmes in chemical manufacture including the preparation of polymers and esters, particularly of substituted benzoic acids.

Packaging service

Wasdell Packaging Ltd, Upper Mills Estate, Bristol Road, Stonehouse, Glos, offer a "quick and reliable" contract packaging service for the pharmaceutical and cosmetic industry for handling a wide range of products such as tablets, liquids, creams, etc. Semi- and fully-automatic packaging machines have been installed for handling these products.

Wasdell have been appointed sole UK agents for the Italian company, Capsulit, who offer a wide range of filling, plugging and capping machinery. The fillers are either volumetric or vacuum operated and the cappers can either be for handling preformed screw caps or roll-on pilfer-proof closures.

Equipment

Dialysis for industry

The maintenance of useful life after kidney failure by a combined process of dialysis and ultrafiltration of blood outside the body has become a well-established technique.

Watson-Marlow Ltd's production of dialysers and associated equipment began at the early stages of the regular application of this technique. The company is now adapting to industrial applications the lessons learnt and the equipment developed in the medical field.

The Watson-Marlow envelope dialyser and associated equipment may be used for fluid-fluid separation, solution concentration, solution purification and processes involving the continuous adjustment of chemical characteristics without heat, shearing, freezing, excess pressure or other possibly harmful energy addition.

Applications already successfully carried out include the purification of vaccines and the preparation of milk products.

The equipment is designed to permit the passage of a "stock" fluid through an envelope made from an inexpensive, but highly effective cellulose derivative. The envelopes are held between the grooved polypropylene plates, supported and arranged so that the dialysing fluid flows on the outside in either a co-current or counter-current direction to the flow of the stock fluid, within the envelope.

The plates holding the envelopes can

be arranged in parallel for increased flow rates; or the envelopes can be arranged in series so that a number of different operations can be used in combinations, providing considerable scope and versatility in operation.

Telephone for use in hazardous areas

Telephones for use in hazardous atmospheres in the past have been rather costly. Now F. W. Reynolds Ltd, 170 Chiltern Drive, Berrylands, Surbiton, Surrey, have developed the Safon MK.2 type GA 0052, an instrument that is approved by HM Factory Inspectorate and is priced at £12.50 ex works. It satisfactorily meets the requirements of non-incendive sparking for apparatus used in division 2 areas. In the test carried out to gain approval it was assessed in a 22 per cent hydrogen/air gas mixture at normal atmospheric pressure.

NOTES ON NEW MEDICAMENTS

Nulogyl

Chemistry: 1(N-beta-ethyl-morpholine)-5-nitroimidazole, also known as nitrimidazine.

Several nitroimidazole derivatives are known to have trichomonadocidal activity, but for therapeutic value the drug, or its metabolites, must be excreted in the urine in an active form. With the official drug, metronidazole, about half of an oral dose is excreted in the urine, but the metabolised drug is largely inactive. Although nitrimidazine also undergoes some metabolic modification, it has been reported that these metabolites retain much of their trichomonadocidal activity.

The drug is excreted more rapidly than metronidazole, but when given on an equimolecular basis, nitrimidazine gives urinary levels double those obtained with metronidazole. The new compound has a more intense action, and may prove of value in patients not responding to the older drug.

Bricanyl

Chemistry: The sulphate of 1-(3, 5-dihydroxyphenyl)-2-(t-butylamino) ethanol, otherwise known as terbutaline.

The drug is a sympathomimetic amine but differs chemically from related compounds, chiefly by the tertiary butyl substituent on the amino group.

That difference is reflected in the longer action of the drug, as it is not metabolised by amine-oxidases, and also in its greater selectivity of action.

Most sympathomimetic amines exhibit bronchodilator and cardiac stimulant effects by their action on the B₂ and B₁ receptors, but those actions have been largely separated in terbutaline. The drug has a selective effect on B₂ receptor sites, and functions mainly as a bronchodilator, although some residual cardiac related action, such as tremor or palpitation, may occur in patients unusually sensitive to sympathomimetic amines.

SPORT

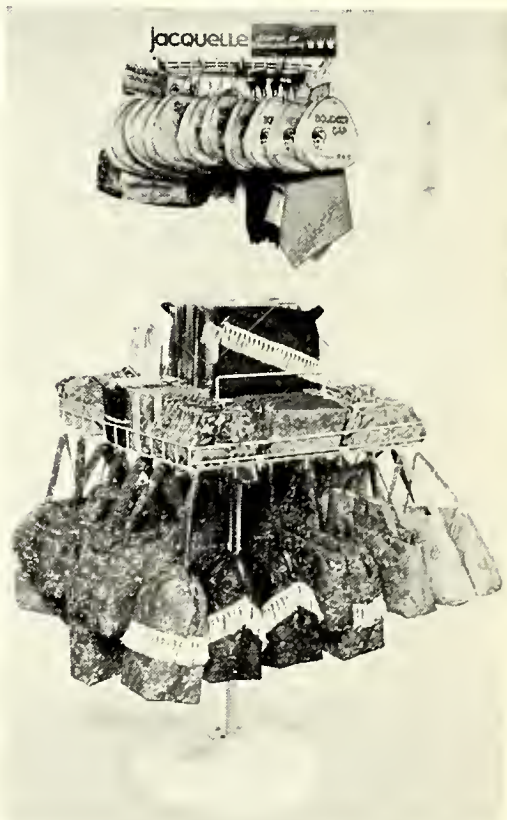
Golf:

Manchester and District Pharmaceutical Golfing Society. Winners of the invitation match played at Denton Golf Club on July 28 were E. M. McIntosh and R. Hill.

Irish Chemists' Golfing Society. Results of meeting over Royal Dublin on August 5: Class A, J. Burns (12), 39; D. McHugh (12), 38; L. Dolan (11), 37; Class B, K. Banks (15), 41; A. Hennessy (14), 37; M. Ryan (15), 36; Best on 1st 9: B. Hensey; on 2nd nine, D. Tracey.

South London and Surrey Pharmacists Golfing Society. Results of meeting over Croham Hurst, August 11, for the John Widocks trophy: Winner, F. Jamieson (Shirley Park); 2, G. Jamieson (Croham Hurst); 3, S. G. Mote (Walton Heath); best on first nine, P. Fernandez (Shirley Park); 2, L. Mote (Farnborough).

Edinburgh Chemists' Golf Club. Results of recent meetings: Over Gullane No 2 July 14 for the Rainey Brown Medal. Winner, F. Hepburn; best scratch, J. Ferguson; section No 1, C. Hannan and A. E. Graham; Section No 2, J. H. Scott. Over Dalmahoy, on July 21, for the vice-captain's prize. Winner, E. MacKinnon; best scratch, J. B. McCraig; Section No 1, I. Swanson; Section No 2, J. B. Murray.



This new floor merchandising stand is available free of charge of dealers buying a parcel of assorted holdalls, purses and accessories in the Jacqueline range by Castlecrafts. The stand should be particularly valuable with the approach of Christmas. It is 5 ft 6 in high, and when loaded with holdalls, measures a maximum of 3 ft across. Available from Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland, who also offer a unit to hold 60 Sweet Sue talc pads/mitts. The unit is supplied free to any dealer buying six dozen assorted talc pads/mitts.

PROFESSIONAL NEWS

Pharmacist who 'treated' an addict is struck off

A pharmacist said to have adopted the role of a doctor and a social worker to treat a drug addict was ordered to be struck off the register by the Statutory Committee of the Pharmaceutical Society of Great Britain last week. He was Alan William Hough, Wyre Avenue, Kirkham, proprietor of F. M. Duffy Ltd, Friar Gate, Preston.

Mr Peter St John Howe, solicitor for the Society, said that in March this year Hough was convicted of two charges of aiding and abetting William Birchall to commit the offence of having in his possession three Drinamyl tablets and three Dexedrine tablets without the authorisation of a doctor's prescription.

He received a six-month suspended prison sentence and was fined £100, the Committee was told. Mr Howe said the offences came to light after Birchall's car overturned in a road accident and police found a bottle of tablets on him.

In a statement to police, Mr Howe told the Committee, Hough said Birchall first came to him with a prescription for Drinamyl and Dexedrine tablets in October 1969.

Tablets to tide him over

After a while, Hough allowed Birchall a few tablets to tide him over between prescriptions, subsequently subtracting the tablets from the next prescription.

When he learned Birchall was also obtaining tablets from another source he agreed to supply Birchall without a prescription so he might have full control of Birchall's intake in the hope he could cut this down, the Committee heard. Mr Howe claimed Hough said in his statement: "This has always been uppermost in my mind in supplying them."

"In return for this, on his part, he used to do odd jobs on the car. If there were any lengthy jobs on the car, he used to ask me for more tablets and do it at night. I used to give him one or two extra to keep him awake."

Mr Colin Smith, representing Hough, said the Committee had to decide whether his incredible relationship with Birchall had effectively ruined his career.

Mr Smith said that apart from Birchall, Hough had never dispensed any drugs to anyone without a proper prescription. Hough supplied Birchall with tablets to prevent him getting them on the black market and to limit his consumption. "They became friendly and, to an extent, Mr Hough has really acted towards Mr Birchall as though he were usurping to some extent the functions of a doctor and a social worker," added Mr Smith.

"I have to say that, as far as one can believe, motive in this relationship was one of misplaced sympathy for Birchall and desire to help him."

Mr Hough told the Committee: "My daily supply to him varied. I tried to cut down the dose by one tablet every week

or fortnight, to try to cut down on the habit. On three occasions, I got him down to one tablet a day and then none.

"But he was faced with emotional, marital problems and at the end, he was on his maximum of six tablets of each a day."

Mr Howe asked him: "What on earth made you do this?" Mr Hough: "Solely to try to get him off his habit. This was the only intention I ever had."

Mr Hough said he paid Mr Birchall in cash for work done on his car and there was no question of his being paid in drugs. When Mr Howe quoted invoices from wholesale suppliers to his shop for November and December 1970 and February 1971, totalling 4,000 Drinamyl tablets, Hough replied: "I cannot disagree with these figures," adding there had been a break-in at the shop and a large amount of drugs stolen.

Mr Hough said he tried to help Birchall because he worked opposite the shop and he felt this gave him the chance to retain Birchall's tablets and give him a certain number each day instead of his having a bottle for himself from which he could take as many as he liked.

Giving the Committee's decision, the chairman, Sir Gordon Willmer, said for about a year, Hough regularly supplied daily doses of up to six of each of these two types of tablets without a prescription. "How many tablets—how many hundreds of tablets—Mr Birchall got hold of from Mr Hough it is difficult to know exactly," said Sir Gordon.

A belief he could do better

"But there was a very large number of completely unauthorised doses of tablets for which Mr Hough must bear full responsibility. When asked why he did it, he took up the stand of saying really he knew best. Without reference to a doctor, he proceeded to supply these drugs on the scale I have mentioned, apparently in the belief that he could do better than a doctor by way of curing Mr Birchall of his addiction."

Sir Gordon added if this had really been Hough's intention, he had certainly failed as Birchall had been on a maximum number of tablets daily when the matter came to the notice of police. "This behaviour cuts at the root of the standards of professional etiquette which govern the pharmaceutical profession," said Sir Gordon.

"Under the circumstances, the Com-

mittee have reluctantly come to the conclusion that there is only one course we can take in order to mark our disapproval and that is Mr Hough's name be struck from the register."

Mr Hough has three months in which to appeal against the decision.

In giving a decision in another case, Sir Gordon said the Committee had considered ordering a company to cease selling poisons permanently or for a specified period.

The company, which had three pharmacies, had put the public at risk by trying to run them with only two qualified pharmacists. For about a month one of the three pharmacies was without the services of a pharmacist, Sir Gordon said.

It was decided not to order a ban because it would have the effect of depriving the area of two pharmacies, which might not be in the public interest. The company has since closed the third shop.

Appearing before the Committee was a pharmacist employed by the company, who admitted being superintendent of one shop and being in charge of a second shop.

Mr Howe, for the Society, said that the company was fined £100 in April for two offences of dispensing substances subject to the Therapeutic Substances Act 1956, while a pharmacist was not present.

A routine visit

The prosecution arose out of a routine visit by a Society inspector on November 26, when four National Health Service prescriptions were dispensed with only an assistant present. One of the prescriptions included two substances covered by the Act.

The pharmacist said there had been a locum at the shop for about five weeks up to the end of October. Then for about a month the pharmacy was not covered. "There was a woman assistant there who had eight years' experience and also the managing director of the company who does dispensing work but is not qualified," he said. "I did not leave it to them, I visited the shop as often as I could."

He said the staff checked with him by telephone every item dispensed. Mixtures to be made up were sent to him to do. These amounted to about 25 a day, approximately half the prescriptions dispensed.

The company's associate operated the shop which had now been closed down and its superintendent had been transferred.

Sir Gordon Willmer said the Committee had not found it an easy case to decide, since it involved a company of which the pharmacist was not a director and over which he had no control.

The case was adjourned for a year, during which time the premises would be subject to periodic inspections.

A proprietor pharmacist and one of his assistants were found guilty by the Committee of professional misconduct.

The assistant was said to have sold an antibiotic spray without a veterinary prescription.

The Committee adjourned the case for a year during which time regular inspec-

tions of the business are to be made.

Mr Howe said the proprietor was fined £5 in May for selling Chloromycetin tincture. It was for spraying sheep's feet, but could cause antibiotics resistance.

In 1967 the Society warned both the men about observing the Therapeutic Substances Act and it was not satisfied that the warning was being heeded.

Mr Peter Greenwood, a Pharmaceutical Society inspector, said he saw the spray displayed in the shop. He asked the assistant if he sold the substance and was told "No not really. You should have a veterinary prescription but don't tell anyone."

Another inspector said the same man had told him: "We have sold it openly for some time. It is illegal but surely not criminal." Asked if he had sold it since he realised it came under the Therapeutic

Substances Act he replied, "Yes. How else can we get rid of it?"

When the owner was questioned he said, "I did not realise it was an offence until my assistant pointed it out. This is just an odd case."

No further action was taken in two cases, where pharmacists reappeared before the Committee for previous failure to comply with the requirements relating to the presence of a pharmacist at the time of the sale of a poison.

In another case a pharmacist, who had been convicted of four charges of larceny as a servant and had been placed on probation, appeared before the Committee again as his period of probation has now expired.

It was decided that he should be allowed to continue to practise.

Death-in-Service benefits

by Peter Miller

It was Lord Tomlin who said that "every man is entitled if he can to so order his affairs so that the tax attaching under the appropriate Acts is less than it otherwise would be. . . ."

On this theme, there are plenty of ways in which employers can help their employees on a tax-free basis, ranging from free luncheon vouchers to a generous pension scheme and free life assurance. Unfortunately, however, anybody who is a director of a "close company" does not share these advantages. Apart from a limited contribution towards a personal pension, generally provision for dependants has to be met from taxed income.

There is, however, one way of obtaining tax-free benefit from one's own company, by taking maximum advantage of the tax laws for life assurance. This is a complicated subject and thus care needs to be taken to obtain qualified advice, so as to make sure that any action will not lead to complications in the future.

The premiums

Basically, a principle which can be adopted is for one's company to pay the premiums towards a policy which, at one's own death, will pay a worthwhile benefit to one's family. Not only can there be a substantial saving of income tax by adopting this method, but, depending on individual circumstances, the ultimate benefit may be free from estate duty. Furthermore, the benefits should not be treated for tax purposes as part of the company's income.

There are a number of stipulations which have to be met before a contract on these lines can succeed. In the first place, the policy should be limited to covering one's death while in the service of the company.

Secondly, arrangements must be made so that, when the death claim is paid by the insurance company, the proceeds will

be held by one's own company as trustee. Otherwise, they could be regarded as part of its income for tax purposes.

There are restrictions as to who may benefit. Generally, only a director's wife, children and dependants are eligible.

Certain problems arise when a director wishing to make arrangements along these lines has voting control of the company. In this case, instead of the whole of the benefit from the policy being free from estate duty at death, a part of the benefit in the same proportion as one's voting interest will be deemed to have been settled by one personally.

As a result, it will be treated in the same way as the benefit from a policy arranged privately. In other words, it will be added to one's main estate for the purposes of estate duty.

If a firm of insurance brokers who specialises in this subject is consulted, it is likely to say that one's company should act as trustee, setting up under a trust a whole life policy on one's own life. But it is likely to add that the benefits should be in two parts—firstly if death occurs while one is in the service of the company and, secondly, if death occurs out of service. This is because the only "benefit" (paid for by the company) which a director is entitled to receive, without the cost being added to his own remuneration for tax purposes, is a lump sum death benefit which is payable to his wife, or dependants in the event of his death while in the service of the company.

The premiums paid to the life policy will not qualify as a business expense for tax purposes. They will have to be paid out of the portion of net profits after the deduction of corporation tax which a close company has not distributed.

Quite clearly, however, it will be much more economic for the company to pay the premiums in this way than for it to provide one with more income on which tax will have to be paid.

BOOKS

Lecture Notes on Pharmacology, 10th edition. J. H. Burn. *Blackwell Scientific Publications*, 5 Alfred Street, Oxford OX1 4HB. 7½ × 5 in. Pp 158. £1.25.

As a digest of pharmacology, this should provide a useful basis for students of the subject. It is packed with detailed information.

This edition carries a fuller account of polypeptides and of the prostaglandins; a description of dopamine and of the use of L-dopa in Parkinson's disease. The actions of etorphine and of haloperidol are outlined, and substances used to cause fibrinolysis are dealt with. Trimethoprim's action is explained.

The book is concluded with a section on clinical trials and a consideration of simple statistics.

The Autonomic Nervous System, 4th edition. J. H. Burn. *Blackwell Scientific Publications*, 5 Alfred Street, Oxford OX1 4HB. 7½ × 5 in. Pp 166. £1.50.

Wider understanding of the involuntary nervous system and associated chemical substances is leading to some striking advances in therapy.

In the latest edition of this book the scope has been broadened to encompass these advances. There is a chapter on prostaglandins and chemical transmission in the brain is dealt with, including details of the nigro-striatal tract and GABA (gamma-aminobutyric acid), thought to be a transmitter substance released by inhibitory neurones.

The properties of 5-hydroxytryptamine and polypeptides including angiotensin are discussed.

Other sections deal with the better-known transmitters such as acetylcholine and there is an outline of the anatomical basis of the autonomic system. Finally emphasis is placed on the effects of various administered drugs such as morphine and hemicholiniums.

FILMS

Shoptalk. *Distributive Industry Training Board*, MacLaren House, Talbot Road, Stretford, Manchester M32 0FP. Colour. Sound. 16mm. Running time 20 minutes. "Shoptalk", a promotional film on training produced by the DITB, is now available for free loan to companies, trade associations, groups and other interested organisations.

Narrated by Cliff Michelmore, it takes a broad look at the work of the DITB and the training being undertaken by some sectors of the industry.

The film includes an interview with Mr John Sainsbury in a modern supermarket close to the site where his family firm was founded. It also has sequences taken at British Home Stores, Cockings of Redruth—a small West Country firm—the London College for the Distributive Trades and the Co-operative College near Loughborough. "Shoptalk" also gives a glimpse of how a training scheme works.

Invaluable tool

Closed circuit television equipment is now being used more and more in the larger pharmacies, stores, hospital wards, factory floors and stockrooms. It is also being increasingly used in the training of staff and in fact closed circuit television equipment has become an invaluable tool for observation, research and security.

The latest product to be introduced into the Paul Plus visual aids range is a closed circuit television system which includes three CCTV cameras, a monitor, switcher and distributor units.

The Nemco system, as it is called, is particularly easy to install and Paul Plus claim it has proved to be a reliable system requiring little maintenance.

An additional useful feature of the Nemco TV system is that all the CCTV cameras in the range are supplied with a converter which enables them to be used with most domestic TV receivers.

All the cameras in the range feature silicon type transistors which contribute to lightweight design and provide stable performance under varying temperature conditions. The main circuits are "printed" for reliability and long life.

The "baby" of the Nemco range of cameras measures 11 in x 4 in x 3½ in so it is extremely compact and light in weight. This camera, as other models, features a system of automatic level control to "iron out" any fluctuations in the level of intensity of lighting on the subject—so giving a steady level of picture illumination.

In addition to mains on/off control, the back panel incorporates switches which convert the camera's output for use with either a video monitor or a domestic television receiver, using the normal aerial input socket and a converter which is supplied with the camera.

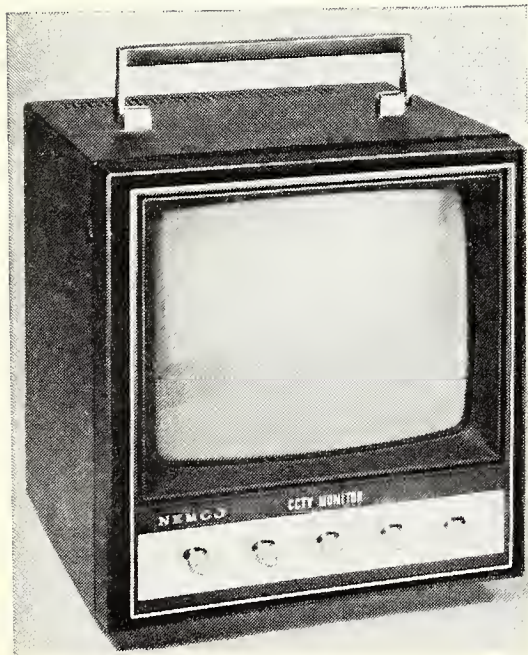
The Plus Nemco NE1-05 CCTV camera is designed for all general purposes. The model is supplied complete with an f.4/25 mm high resolution lens. Plus Nemco NE1-12 CCTV camera is the most versatile camera in the range since it incorporates a viewfinder-monitor built into the back of the camera.

The Plus Nemco monitor receiver is an attractively styled and functional unit which shows a bright picture some 5½ in high and 7½ in wide. The unit is light in weight and has a fold-down handle. Several monitors may be used close together or in different rooms.

A device which greatly increases the versatility of the Nemco system is the Plus Nemco switcher unit which allows up to five cameras to be used with one monitor screen whereas the Plus Nemco distributor unit has one input and five outputs enabling up to five monitor screens to be used from a single camera.

The visual aids division of Paul Plus Ltd, 29 King Street, Newcastle, Staffs, has produced a special leaflet on the system which is available on request.

The cameras range from £109.95 to £214.74, the monitor is £90.00, the switcher unit £41.55 and the distributor unit £48.09.



Nemco closed circuit television set with the controls at the front

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MARKET NEWS

Holidays emphasise market dullness

London, September 1: The number of trading days being curtailed because of the bank holiday last week, interest in all sectors of the market was even less scant than previously.

Prices were mainly repeated but where they did change it was usually in a downward direction. Crude drugs showing an easier tone included cherry bark, Costa Rican and Matto Grosso ipecacuanha, balsam Peru and several aromatic seeds. Tumeric improved forward by £10 ton while Nigerian ginger, split and peeled was not quoted for shipment.

In essential oils citronella and petitgrain were lower in both positions so also were Brazilian and Chinese peppermint but lemongrass was firmer in the forward position.

Pharmaceutical chemicals

Acetomenaphthone: 100-kg lots, £5-62½ kg.
Adrenaline: (Per g) Synthetic 1-kg lots, £0-059 500 g (£0-067); acid tartrate, 1 kg (£0-44); 500 g (£0-05).
Alcin: 50-kg lots £7-20 kg.
Aminacrine hydrochloride: £30 kg.
Amylobarbitone: 5-kg £3-59 kg; sodium £4-15.
Ascorbic acid: 50-kg lots, £2-04 kg.
Aspirin: 10-metric ton lots £525 ton; 5-ton £530; 1-ton £540.
Barbitone: 50-kg lots £2-60 kg; sodium £2-60.
Bemegride: BPC £16 kg.
Benzamine lactate: 500-kg lots, £51-15 kg.
Benzocaine: 50-kg lots £1-48 kg.
Brucine: (1-kg lots) alkaloid £21-75; sulphate £17-50.
Butabarbital: 5-kg £5-63 kg; sodium £6-25.
Butobarbitone: £4-68 kg for 5-kg lots.
Calamine: BP £0-62 kg per metric ton.
Calcium lactate: 250-kg £412 per metric ton.
Calcium pantothenate: £5-23 kg; 25-kg, £5-18 kg.
Cantharadin: £75 per 100 g.
Carotene: Suspension 20 per cent £16-73 kg.
Chloral hydrate: 50-kg lots £0-70 kg.
Chloroform: BP from £213-55 per metric ton in 280-kg drums to £222-75 in 36-kg drums.
Chlorophenesin: 50-kg lots £3-62½ kg.
Cinchocaine hydrochloride: £42-50 kg.
Cocaine: Alkaloid £222 kg; hydrochloride £202-75 Subject to DDA Regulations.
Cyanocobalamin: up to 200-g lots £2 per g.
Cyclobarbitone: 5-kg lots £4 kg; calcium £4.
Dextromethorphan: Hydrobromide £98-53 kg.
Dienoestrol: 5-kilo lots £62-50 kg.
Digoxin: Up to 25-g lots £2-60 per g.
Emetine: hydrochloride £375 kg;—bismuth iodide £212-50.
Ephedrine: (25-kg per kg) alkaloid £11-64; hydrochloride £9-25; sulphate £9-50.
Ferrous gluconate: (Per metric ton) 25-kg lots £600; 250-1,000 kg £554.
Ferrous phosphate: In kegs £0-46 kg.
Folic acid: 1-kg £32; 50-kg £28-29.
Glucose: (Per metric ton in 10-ton lots), monohydrate powder £83-70; anhydrous £156. Liquid 43° Baume £69 (5-drum lots).
Glycerin: BP spot lots, 5,000-kg £211-60 per metric ton; 1,000-kg £214-55; 250-kg £220-45 kg; under 250 kg £250 kg.
Guaiaacal salicylate: £1-40 kg for 250-kg lots.
Homatropine: (500-g) Alkaloid £59-10 kg, hydrobromide £46-75; hydrochloride £55-30; methylbromide £48-65; sulphate £57-25.
Hydroxocobalamin: £5-25 per g.
Hyoscyamine sulphate: per kg £55-50.
Iron ammonium sulphate: 100-kg £205 per metric ton.
Iron and ammonium citrate: (Per metric ton) granules, 50-kg lots £620; 250-kg £602; 50-kg scales £790; green £830.
Iron phosphate: £470 for metric ton 50-kg lots.
Isoprenaline sulphate: 5-kg £16-50 kg.
Kaolin: BP per 1000-kg.

Magnesium carbonate: (metric ton) heavy £185; light £175.
Mercury salts: Per kg in 50-kg lots: ammoniated powder £5-20; oxides—yellow £5-95 and red £6-40; perchloride £4-45; subchloride £5-60—all plus £0-50 kg for under 50 kg. Iodide £5-35 kg for 25-kg.
Methadone hydrochloride: Subject to D.D.A. regulations £0-15 per g for 100-g lots.
Methyl salicylate: Per metric ton in 5-ton lots £425; 1-ton £430, ½ ton £435.
Narcotine: Alkaloid and hydrochloride £13 kg.
Neomycin sulphate: BP 5-kg £27-50 kg.
Nicotinamide: (Per kg) 1-kg £2-12; 25-kg £2-07 50-kg £2-02.
Nicotinic acid: (Per kg) 1 kg £1-93; 50-kg £1-83.
Opiates: (per kg) subject to DDA Regulations.

	1 kg and over	Under 1 kg
Codeine	£	£
alkaloid	153-80	161-50
hydrochloride	133-35	140-00
phosphate	117-20	123-10
sulphate	133-35	140-00
Diamorphine		
alkaloid	176-50	185-08
hydrochloride	161-00	169-08
Ethylmorphine		
alkaloid	176-50	185-35
hydrochloride	152-30	159-30
Morphine		
acetate	140-15	147-29
alkaloid	172-45	181-10
hydrochloride	141-55	148-65
sulphate	141-55	148-65
tartrate	168-35	176-75

Paracetamol: 1-metric ton lots £1-17 kg; 5-ton £1-14 kg.
DPanthenol: £9 kg; 5-kg £8-50 kg.
Parachloro-meta-xyleneol: 50-kg lots £0-90 kg.
Paraffins: (In 6-drum lots per long ton) Liquid BP £139-25; light £121-15. Technical white oils, £105-65 to £123-15. Soft; white BP £103-75 and yellow £79-50. All in non-returnable barrels.
Penicillin: Sterile sodium; potassium or procaine £12-92 per 1,000 Mu for 5,000—25,000-Mu lots.
Pentobarbitone: 5-kg lots £4-76 kg for acid and £5-05 for sodium.
Phenitane: 25-kg lots £3-93; £4-10.
Phenobarbitone: 50-kg lots £3-60 per kg; sodium £4-10.
Phenolphthalein: 250-kg lots £0-94 kg.
Pholcodine: 1-kg £198-36; 7-kg £189-20kg; 60-kg £180.
Phthalylsulphathiazole: 50-kg lots £1-90.
Physostigmine: (100-kg lots per kg); salicylate £686-70; sulphate £878-70.
Pilocarpine: 1-kg lots hydrochloride £102; nitrate £95.
Piperazine: Under 50 kg per kg; adipate £0-963 kg; citrate £0-92½; hexahydrate £0-663 phosphate £1-02½.
Pyridoxine: £6-15 kg; 25-kg £6-05 kg.
Quinalbarbitone: Sodium and acid £5-15 kg for 25-kg lots.
Quinidine: Alkaloid (5-kg lots) £42 kg; sulphate (50-kg) £35 kg.
Quinine: (per kg for 85-kg lots) alkaloid £24-40; bisulphate £19-25; dihydrochloride £23-75; hydrochloride £23-50; sulphate £19-40; hydrobromide (15-kg) £25-70.
Riboflavin: £14-16 kg; 25-kg £14-06.
Sodium benzoate: One-metric ton lots £28-33 kg.
Sodium bicarbonate: BP £26-40 per long ton for 8-ton lots in 1-cwt bags delivered.
Sodium carbonate: 98-100% in 1-cwt bags from £23-47 long ton delivered in 8-ton lots.
Sodium chloride: Vacuum dried £8-15 per long ton in plastic sacks for 6-ton lots, ex works.
Sodium citrate: £303 per metric ton.
Sodium perborate: (Per 1,000 kg) monohydrate £283-50—tetrahydrate £139.
Sodium percarbonate: (Per metric ton) £163.
Sodium potassium tartrate: (Per metric ton) 50-kg £287; 250-kg £282; 1,000 kg £278.
Sodium salicylate: 1,000-kg lots £0-50 kg.
Sodium sulphate: BP from £35 to £40 per metric ton as to crystal. BP exsiccated £60 ton.
Sodium thiosulphate: £44 per metric ton.
Sorbitol: Powder £335 metric ton, syrup £152, both in 25-kg lots.
Stilboestrol: BP in 25-kilo lots £33 kg.
Streptomycin: Sterile base or sulphate £15 kg for 25-kg lots.
Strychnine: (kg) alkaloid £12-25; sulphate and hydrochloride £10-50.
Succinylsulphathiazole: 50-kg lots £2-70 kg.
Sulphacetamide: Sodium BP £2-98 kg.

Sulphadiazine: (per kg), 25-kg £3-78; 50-kg £3-65.
Sulphadimidine: 250-kg lots £2-95 kg; sodium £3-05.
Sulphaguanidine: BPC in 250-kg lots £2-13 kg.
Sulphamerazine: In 50-kg lots £3-12½ per kg.
Sulphamethizole: BP 50-kg £4 per kg.
Sulphanilamide: 50-kg lots £1-03 kg.
Sulphaquinoxaline: B Vet C in 50-kg lots, acid £4-07½ kg; sodium £4-50.
Sulphathiazole: 100-kg £2-025 per kg; 50-kg £2-07½.
Theobromine: Alkaloid £13-50 kg delivered.
Theophylline: (50-kg) BP anhydrous, hydrate and ethylenediamine (aminophylline) £2-13 kg.
Thiamine: Hydrochloride and mononitrate £10-42 kg; 25-kg £10-37.
Thymol: In 1-ton lots £2 per kg.
Vitamin A: Oily 1 m iu per g £6-68 kg; 5 kg £6-58 kg; dried acetate 325,000 iu per g £3-48 kg; 500,000 iu, £4-90.
Vitamin D: Powder for tableting 850,000 iu per g, £17-81 kg; 5-kg £17-75 kg.
Vitamin E: (per kg) £9-25; 5 kg lots £9-15; 25 per cent dry powder £4-29 and £4-69 respectively.
Zinc carbonate: BPC 25-kg sacks £0-26 kg.
Zinc chloride: granular 96-98% £125 metric ton.
Zinc sulphate: monohydrate £69 per 1,000 kg; heptahydrate £44.

Crude drugs

Balsams: (lb) **Canada:** £1-85 spot; Shipment £1-80 cif. **Copaiba** BPC £0-60; para £0-40. Peru: £1-15; £1-10; cif. **Tolu:** BP £0-70.
Cherry bark: spot £0-17 lb; £0-16 cif.
Ginger: (long ton) **Cochin** £315, cif. **Jamaican** No. 3 spot £1,100; **Nigerian** split £280; peeled £380 spot **Sierra Leone** £365, cif.
Ipecacuanha: Matto Grosso £3-10 lb spot; £2-95 cif, Costa Rican £2-92 spot, £2-82 cif.
Pepper: Sarawak black £410 long ton spot; £375, cif. White £490; £475, cif.
Seeds: (long ton) **Anise:** China star £175, spot; Spanish green £247-50. **Caraway:** Dutch ex wharf £300. **Celery:** Indian £295 spot; £235 forward cif. **Coriander:** (metric ton) Moroccan £77-50 on the spot. **Cumin:** Indian £235, cif. **Dill:** Indian £125, cif. **Fennel:** Indian £135, cif. Chinese £110 afloat. **Fenugreek:** Moroccan for Shipment £59-50, cif. **Mustard:** £63-20 spot.
Turmeric: Madras finger £170 ton; £150, cif.

Essential oils

Citronella: Ceylon £0-80-£0-82 kg spot; £0-78-£0-80, cif. Chinese £1-17 kg spot; £1-09 cif.
Peppermint: (Per kg) **Arvensis** Chinese £2-45 spot; £2-37, cif; **Brazilian** £2-20 spot; £2-17, cif. American piperata from £3-63-£4-10 as to source.
Petitgrain: £3-05 kg spot; £3, cif.
Palmarosa: £8-50 kg spot, £8, cif.

COMING EVENTS

Monday, September 6

Doncaster Branch, Pharmaceutical Society. Doncaster Royal Infirmary, at 8 pm. Working dinner: principal speaker, Mr C. C. Stevens, on "Planning and the Common Market."
Plymouth Branch, Pharmaceutical Society. Board Room, Greenbank Hospital, Plymouth, at 8 pm. Discussion evening.

Wednesday, September 8

British Society for the History of Medicine. Liverpool Medical Institution, Mount Pleasant, Liverpool, at 4.30 pm (until September 11). Congress: "Liverpool's contributions to medicine."

Thursday, September 9

West Herts Branch, Pharmaceutical Society. Boar's Head Hotel, Piccotts End, Hemel Hempstead, at 7.30 pm. Barbecue evening.

Courses and conferences

Postgraduate school on the theory and practice of solubilisation. Organised jointly by the School of Pharmacy, University of London, and the Pharmaceutical Society, from April 17-21, 1972 at the School of Pharmacy, 29 Brunswick Square, London WC1. Fee £50. Application forms from R. E. Marshall, School Secretary, Department of Pharmaceutical Sciences, Pharmaceutical Society, 17 Bloomsbury Square, London WC1.

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ESSEX. Young man or experienced lady required to manage large self service drugstore. Must be capable of organising staff and accepting responsibility. Self contained living accommodation available to suitable applicant. Apply giving details of age, experience, etc., to Box No. 1808.

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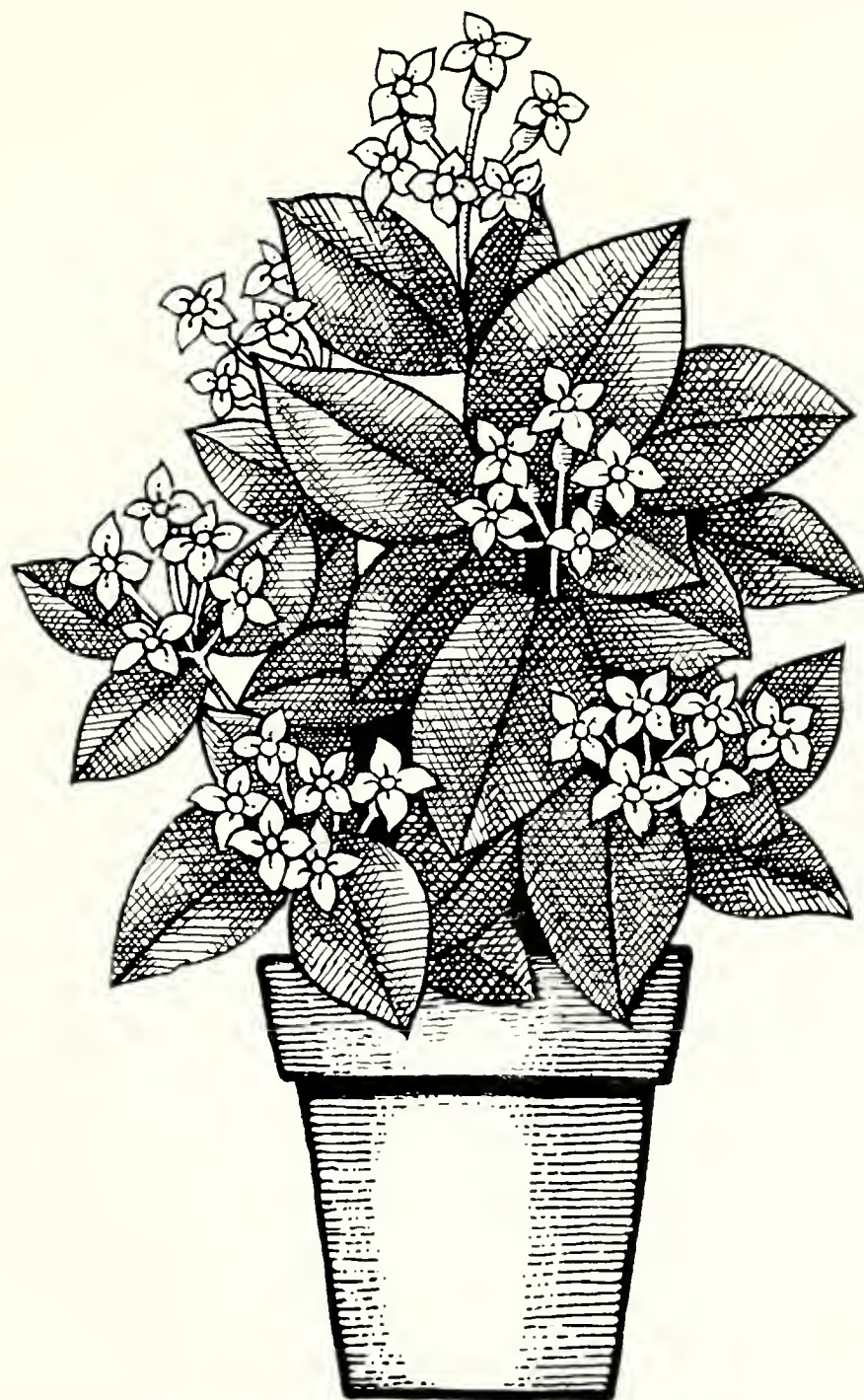
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BEAUTY BUSINESS

SEPTEMBER 4, 1971



HAIR IS HER GLORY...

L'Oreal know what every woman knows: that her hair is a wonder and a glory.

So L'Oreal study it . . . and pamper it . . . and love it. Like a woman does.

L'Oreal's Elnett Satin spray has the new unique micro-diffuser spray head, to give a finer spray. That's why it holds hair more effectively and more beautifully.

L'Oreal's Rebane is a unique treatment shampoo and a setting lotion for greasy hair, which regulates

over-active sebaceous glands.

And L'Oreal's Recital is the leading hair colourant, rich in conditioners, to give hair beauty that feels as good as it looks. And they advertise all these products strongly. So it's understandable that they are some of the biggest selling hair products in the market.

Because L'Oreal understand a woman's hair.

L'OREAL
P A R I S

How much do you know about today's hair colourants?

Answer these questions and check your rating

QUESTIONS

- 1 Are today's hair colourants easy to use?
YES ☐ NO ☐
- 2 Is it difficult to select the right shade for your customer?
YES ☐ NO ☐
- 3 Should you recommend a Strand Test to a 'first time' customer?
YES ☐ NO ☐
- 4 Can colourants be used on bleached hair?
YES ☐ NO ☐
- 5 Can home-use colourants be used on hair previously coloured in a salon?
YES ☐ NO ☐
- 6 Can they be applied to permed hair?
YES ☐ NO ☐
- 7 Can colouring spoil the condition of the hair?
YES ☐ NO ☐
- 8 Is it possible to lighten hair with a hair colourant?
YES ☐ NO ☐
- 9 Is it possible to change from one shade to another?
YES ☐ NO ☐
- 10 Can a colourant be recommended to a customer who wants to cover grey hair?
YES ☐ NO ☐

ANSWERS

- 1 Yes. Clairol's Nice 'n Easy is, as its name implies, a particularly good choice because it is a genuine *shampoo-in* permanent colourant in 14 fashionable shades and gives superb natural-looking results. It's the fastest, easiest way to achieve a real hair colour change that really lasts.
- 2 No, especially if you use the Nice 'n Easy shade chart which shows the effect of each shade on hair of different natural colour.
- 3 Yes. A Strand Test will show your customer what the colour will be like more precisely than any shade chart.
- 4 Yes. For example, excellent results can be obtained by using Nice 'n Easy as a 'toner' on pre-lightened hair. Always recommend a Strand Test first.
- 5 Yes, in nearly all cases, but recommend a Strand Test first to check the colour result likely to be obtained.
- 6 Yes, provided the customer waits until she has shampooed her hair a couple of times before colouring. Newly-permed hair can tend to 'grab' colour.
- 7 No. Nice 'n Easy can be specially recommended because it contains lots of conditioning agents which actually improve the condition of the hair.
- 8 Yes, particularly with the five blonde shades of Nice 'n Easy which can lighten by as much as

- 9 Yes. If the customer wishes to go darker, recommend a Nice 'n Easy shade darker than her present colour. If she wants to change to a much lighter shade, it may be necessary to remove existing colour from the hair with a lightener. Always advise a check with a Strand Test in this instance.
- 10 Yes, particularly Nice 'n Easy which is so rich in colour that it will cover up to 35% grey and blend in larger amounts so naturally that only you and your customer will know it's there.

How did you rate?

**Score 5
for each correct answer**

If you scored 5-15

... We hope that the information in the answers has helped to improve your knowledge of modern hair colourants.

If you scored 15-25

... You're able to do a reasonably good job of helping your customers towards hair colouring satisfaction, and have probably learned even more from this quiz.

If you scored more than 25

... You're a credit to yourself and your store. The help and advice you can offer your customers will go a long way in making even more colourant sales for your business.

If you have any other questions on haircolouring or haircare, write to Joan Clair, Clairol, 50 Grosvenor Street, London W1.

AUTUMN 1971

Languorous, serene or civilised . . . that's the choice before us this autumn, according to three experts.

At DOROTHY GRAY breathtaking blondes move on scene, where there's a languorous look of the Thirties.

Michael Saville, of the Dorothy Gray



Salon at 45, Conduit Street, in Mayfair, shapes short hair into waves and cheek curls, and curves longer hair into soft, loose buns. David Hartnell, Dorothy Gray's fashion make-up designer, vamps up a pale face with cheek glossers and blushers, and shiny red-brown lipstick. He leaves the eyelids clear, but fades dark shadow upwards from the crease, and smudges it along the lower lid. Coat after coat of mascara, but no more false eyelashes.

YARDLEY believe that it is the Serene Look that makes you beautiful. If you are young it gives you a sophisticated and an attractively calm expression with the fascination of the Mona Lisa. A face that men, young and old, always admire. If you are older, it makes you look younger and relaxed, unruffled and beautiful at all times.

The Serene Look is achieved only with a perfect make-up. It doesn't need perfect features as a base but a good, long, hard look at your own face structure and skin condition, plus a little experimenting and the Serene Look becomes a natural look, like the picture in column 2.

Here is the basis for Yardley's lovely Serene Beauty.

The colour of the skin is toned down with Yardley's Supertint foundation in



Beige or Deep Beige to give the skin a smooth natural glow with a hint of warmth to accentuate the contours of the face and is set with a film of fine translucent powder.

Shape and life is added to the face with Yardley's Mini Blusher in shades of Pearl or Amber, brushed lightly along the cheekbone, again to accentuate bone structure.

Eyes are warm and rich in colour. As a soft highlight, Heather, a pretty dusky pink eyeshadow from the Soul Set range, is smoothed over the browbone, with Violet over the entire lid, blending up into the socket line and merging gently into the highlight.

Eyebrows are soft and, to achieve this, Mushroom Soul Set Eyeshadow is brushed along the eyebrow with soft strokes using a fine eye brush instead of a brow pencil.

To add depth and vividness to a beautiful eye make-up, the length and lustre of the eyelashes is emphasised with lots

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Editorial Consultant: Elizabeth Anderson

of Sweeparoo Mascara in shades of Midnight or Sable.

To complete the perfect Serene picture, the lovely mouth is created with the glossy finish of Yardley's Soul Set Shimmer Lipstick, Clover Cream is specially designed to match the eye colour sequence.

ESTEE LAUDER says that the whole mood of fashion has changed. "The Civilised Beauty has emerged", she contends, "with a fresh, young, lady-like face framed by well-groomed, sculpted hair.

"Faces will look more made-up this coming season, but in a new 1972 way", adds Estee Lauder. The Civilised Beauty is chic, cool, and a little remote. She has a flawless alabaster complexion, a definite red mouth, and glowing red cheeks. Her nails gleam with bright red nail polish complementing beautiful white hands. Eyes are dark and ringed with subtle colour. Lashes are long and full while brows are paled, making the eyes look large and luminous.

To achieve the proper glow for the "Civilised Face" there is Mountain Poppy Go Blush, and Estee Lauder likes it applied not only on the cheeks, but on the chin to give the face definition. Lips are a bright, clear, "civilised" red: Blonde Red, a true red, red for blondes and redheads who never before could wear red lipstick, or Fresh Red for brunettes and brunettes.

Eyeliner is kept to a minimum—just a thin line from the middle of the lid to the outer edge of the eye. Lashes should be powdered first, then coloured with Lash-Lengthening Mascara. "Repeat this at least three times", says Mrs Lauder, "your lashes will look incredibly long."

INNOXA claim that no new season is complete without the introduction of new lipstick shades, and this autumn have come up with three bright, vivacious shades. They're called Flapper, Damsel and Cherry O—fruity, flirtatious shades and very modern. Flapper is a precise orange and suits hot pants and the "dandy" fashion of superbly cut blazers and skirts to match. Damsel, inspired by the bloom on a damson plum is a pure shade of winey intensity. Cherry O is a ripe pink to bridge the generations from sixteen to sixty.

COTY, too, predict bold and vibrant lips for autumn, with colours like Venetian Red, Castilian Clay and Royal Plum.

HER HAIR: THE TWO HOUR TRANSFORMATION

SCENE:
A CHEMISTS SHOP
TIME:
5.15 P.M.
ANY TUESDAY
A: ASSISTANT
C: CUSTOMER



A
Good afternoon Mrs Wallace.

C
(A lady of about 30 with medium to light brown hair, sprinkled with a few grey hairs, brown eyes, fairly light complexion): Good afternoon Kate. I need your help. My husband telephoned me about 20 minutes ago to say that his boss has invited us out to dinner tomorrow evening and as it is the first time I have met him—the boss, I mean—I really want to look my best and be a credit to my husband. I feel I ought to do something about my hair, especially with these grey hairs beginning to show—I'm looking older than my husband these days. I would like to hide the grey and make the colour a little more interesting—but nothing drastic, you understand. It also needs conditioning; it looks so lifeless. The problem is . . . time. I can't do anything about it this evening—we're going to my in-laws—and tomorrow I don't get home from my work (I'm doing part-time up at the hospital now the children are at school all day) until after 5 o'clock. As I will have to be dressed and ready by 8 o'clock that doesn't give me much time to really transform this hair of mine, does it? What do you recommend?

A
(Thinks: Just fifteen minutes till we close and I want to get away on time. Oh well . . . perhaps it won't take long if I really concentrate.)

Well, first of all, don't worry—it can be done with a little careful planning ahead. Now I suggest we look at one of the permanent colourants that will blend in your grey and at the same time

liven up the colour a little—perhaps making it a shade or two lighter, which would be more flattering to your skin and eye colouring.

C
That sounds fine, but why a permanent colour? Could I not use a rinse or semi-permanent?

A
No, not if you want to lighten your natural colour a little: rinses and semi's can add colour and some semi-permanents—like Clairol's Loving Care, for example—do an excellent job of covering grey, but they cannot lighten.

C
I understand. What product would you recommend, then, which does all these things, but is easy and quick to use—and what about a conditioner?

A
I would suggest Nice 'n Easy by Clairol. It is simple to use—you just shampoo in the colour all over your head the first and every time you use it—the colours are very natural looking; it only takes twenty minutes for the colour to develop, and Nice 'n Easy contains a conditioner.

C
It sounds just the thing. Now, how do I decide on the right shade?

Sales assistant takes out shade chart.

A
It's really quite easy if we look at this chart. First of all, since you want to change the colour from medium to light brown we must look at the results given for the shades lighter than your own until we find the one which sounds right. I would say that in your case either No.

104, Natural Golden Blonde or 106, Natural Medium Ash Blonde would be suitable, depending on whether you want a light golden or light ash brown.

C
With my eye colouring and rather pale—sometimes sallow—complexion, I think I'd prefer a golden brown—so I'll take the Natural Golden Blonde. What about instructions for use? Are they in the pack?

A
Yes, a simple-to-follow instruction leaflet is in the carton. Incidentally, in this leaflet you will see that the manufacturers recommend that you carry out a simple skin test 24 hours before using the colour. But that only takes a couple of minutes, so you can do it as soon as you get home now and that will give you 24 hours before you apply the colour tomorrow evening. The Nice 'n Easy carton also contains the colour and developing lotions, applicator bottle and plastic gloves; so all you need buy is a shampoo. For people who colour their hair, I always recommend the use of a baby shampoo as, being non-detergent, it won't "pull-out" the colour. When applying the colour, I suggest you put a plastic cosmetic cape round your shoulders just in case any of the lotion should drip.

C
Thank you so much for your help. I'll take the baby shampoo and the colourant you have recommended. How much do I owe you?

A
(As customer leaves the shop, assistant thinks: Well, that wasn't too difficult after all—and I'll still get away on time.)



"With fingertips, distribute colour evenly through hair, saturating every strand, by working colour mixture into a rich shampoo lather, do not rub into scalp. Wait just 20 minutes then add a little warm water directly to hair and again work up a rich lather."



The romantic style for medium to long hair (see last photograph) was designed for Clairol by John London of Baker Street and is simple to achieve if you follow the line of the rollers as shown above. Use smallish rollers throughout, with smallest size at nape. When combing out, brush well then allow curls to fall into place by carefully separating hair with a tailcomb.



"I think that's everything I need. I'll just read the instruction leaflet carefully." A couple of minutes later . . . "That sounds simple enough—and I didn't get any reaction from the skin test, so here goes. First of all I must pour all the Nice 'n Easy colour into the plastic applicator bottle which contains the premeasured White Essence developing lotion. Now, I replace the nozzle and turn the bottle over 4 or 5 times—gently, as it says 'Do not shake'—then just snip off the nozzle.



"Pour the entire mixture from the applicator directly on to dry hair.



"I'd never have believed it—though I say it myself, I really look quite presentable. I must thank Kate when I see her. I think that husband of mine ought to be pretty proud! Quite a transformation—and still five minutes to go before the car arrives."



Using warm water, rinse thoroughly until water runs clear. Then shampoo and rinse in usual way (with a mild or baby shampoo) to remove any residue of colour. Now set the hair on small rollers.


6 OUT OF 10 WOMEN NEED THIS REVOLUTIONARY PRODUCT.

Only 3 women out of 10 need a dandruff shampoo. But it's a very sizeable market.

6 women out of 10 need a shampoo to help mend their split ends.

It will be an enormous market!

And there's only one shampoo that can make this claim: 'Protein 21 helps mend split ends'

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Remember, Protein 21 shampoo. We are going to make the 'split end' claim in the largest ever national shampoo launch. We're so confident of its success that we're launching Nationally from August.

We'll be reaching 93% of the homes in this country. On T.V. there will be no less than 20 opportunities to see our 30 sec colour commercial.

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And on Radio Luxembourg, listeners will hear 30 different Radio Commercials over 300 times.

The message they'll be getting, again and again is the one they need: 'Protein 21 mends split ends'.

This is the first new benefit promised by a shampoo in years. And it's a benefit that younger women with long hair will want to hear. They're the ones that are acknowledged to shampoo MORE than twice a week.

That's where the profits are. You could have your share. Stock up with Protein 21, and 6 out of 10 women will love you for it.



Human hair with split end, magnified 50 times.



Same hair. After putting on Protein 21 shampoo and water, the split end disappears.

Regular, Oily and Dry formulas.

MENNEN UK LTD, MARLOW, BUCKS.
TEL: MARLOW 6565

HAIR CARE

From Poly: on hair conditioning

Nobody stipulates any more that hair should be long or short, straight or curly, black or blonde. Like fashion you can "do your own thing" and adapt it to suit your life and looks, change it with colour or coax it luxuriously lighter. When it shines like silk there's a rainbow of colours to choose, a never-ending variety of ways to wear it. Healthy, shining hair that's bouncy and free of dullness is the essential of hair beauty.

Normally, hair gets its own nourishment from the sebaceous glands just under the scalp which produce natural oil to lubricate the skin and the hair. This ensures that it's lustrous and in good condition. But under certain conditions the hair gets dry and the cuticle scales get ruffled up, causing hair to tangle, split and break.

When a customer is aware that her hair looks dry and shaggy and just asks you for a "hair conditioner", that is your cue to ask her why she thinks her hair is out of condition. Glance at her and try to guess the reason from its colour and curl. Could it be because she has lightened or permed it recently? Has her hair been affected by modern conditions like central heating? Or has she been ill or feeling a bit low? Once you have established the cause, it is a simple matter of recommending the right conditioner for her needs. Most women's hair needs a quick pick-me-up treatment from time to time and for those with hair that's slightly out of condition you can recommend the use of an instant conditioner such as Polycare Instant Conditioner which takes no time to work at all—just massage it into towel-dried hair and leave it on.

It is ideal for those of your customers who lead busy, active lives with little time to spare.

Those of your customers with hair that has been dried or damaged by the sun, city dirt and grime, smoke, central heating, hard water or over-use of colourants will benefit by using a deep-acting conditioning treatment like Polycare Herbal which contains the essences of all natural herbal ingredients and is formulated



specially to treat hair that has been damaged as a result of modern day living. Used once a month it restores gloss and silkiness, the signs of really healthy hair.

Most of today's hairstyles need a perm to give them the necessary bounce and body, but if hair is in bad condition, or if it has been permed over and over again, the process of perming may dry the hair, making it brittle in texture, with split ends and a loss of natural gloss. Your customers with this problem can counteract it by using a conditioning treatment such as Polycare for Permed Hair which contains a proven conditioning ingredient that helps rebuild hair texture and smooth away harshness caused by perming. Going blonde is a great morale-booster, and blonde hair that has been lightened can be most attractive, provided it's kept in healthy condition. If your customer's hair has lost its natural shine through bleaching, recommend she uses a conditioning treatment specially formulated for her problem. One that contains Cholesterin to put back the natural oils that bleaching has dried out is Polycare for Bleached Hair. Suggest that she uses it once a month and it will take away that "straw" effect and make her blonde hair soft and natural-looking again.

Remember that no colourant, setting, perming or bleaching product will give the best results on out-of-condition hair, so remind your customer of this before selling her any of these products, and if necessary suggest the appropriate conditioning treatment for her need.

From Inecto: on 'natural selection'

Today's girl is nothing if not natural. So she would have us believe—though the natural look can come pretty expensive these days.

Fleeing from everything false and phoney, she is confronted by chemists' counters laden with new beauty preparations devised entirely to delight her natural soul. Camomile, marjoram, juniper, rue, mountain pine and gentian, lemon and lime, alpine herbs, orange and coriander are all there to satisfy her yearning for natural beauty.

In harmony with this mood, Inecto, one of Britain's leading hair colouring houses, have devised what they call a "peach

offering" for the natural girl, in the shape of a shampoo and conditioner which contain the essence of real peach nut oils—a totally new concept in hair care especially formulated for anyone with a dry or dull hair condition.

Nature has designed the peach kernel, of course, as a storehouse to provide the natural oil and food reserves that will be required to make this most luscious of fruits truly healthy and succulent.

What actually will these new peach nut oil hair products do? Well, for one thing, they will definitely improve the texture of over-processed hair, giving it a completely new elasticity and shine. They go far, too, towards solving the problem of split, brittle ends, and will help smooth out those terrible post-shampoo tangles that long hair is subject to.

Too much back-combing or indiscriminate use of hair sprays and spirit-based setting lotions means that most of us, today, do require this kind of hair care at least monthly, if not weekly, and the wonderful true-peach perfume these products incorporate goes far to commending them for regular use. The conditioner, by the way, rinses out completely and is non-sticky, which is an important point for those girls who have a tendency to greasy hair.

The packaging of the product was approached with much care. Test panels confirmed that the shampoo was required in individual sachets as well as economy-size bottles: the conditioner was required to give two or three applications. Undoubtedly, the attractiveness of the packaging has been a major contributory factor in producing products which today really do "sell on sight".

An intensive campaign is currently appearing in all leading women's magazines using the theme "We broke a peach's heart to make your hair silkier" while the pay-off line, "If it works for a peach, it'll work for you", illustrates the complete concept.

From Mennen: on split ends

How often is it that you get a really new beauty product to sell? One that does something none of the others can? Not very often. That's why the introduction this month of Protein 21 is worth noting, because this shampoo has the remarkable ability to mend split hair ends.

And split ends, according to the research of Mennen (UK) Ltd, who are introducing Protein 21, is the biggest hair problem of all—bigger even than dandruff. When hair splits and breaks it takes on a very ragged appearance, and even the colour can change—dark hair getting a greyish look where the splits occur. As any hair expert will tell you, short of having the ends trimmed frequently, up to now there has been no solution to the problem. And if you're trying to grow your hair, as many of you will know, you can get to the frustrating stage where it is having to be trimmed off faster than it is growing.

Let's consider what causes hair to split.

Continued on page 6

HAIR CARE

Continued from page 7

Firstly, long hair tends to be more prone to splitting than short hair because the longer hair grows the older it gets—and the less sebum or natural hair oil it receives. Even very greasy hair often splits because the oil doesn't travel right down the hair shafts and the ends get very dry. Dryness is a major cause of splitting, and hair preparations like perms, bleaches and colourants which have a chemical action on the hair do weaken the structure, making it very vulnerable. Then there's tugging at the hair when brushing or combing, and using elastic bands for tails or buns; drying hair by an open fire or with a hot dryer. Central heating can dry out the hair and most of us know the sad state that hair can get into after a seaside holiday when salt water, wind and sun have taken their toll.

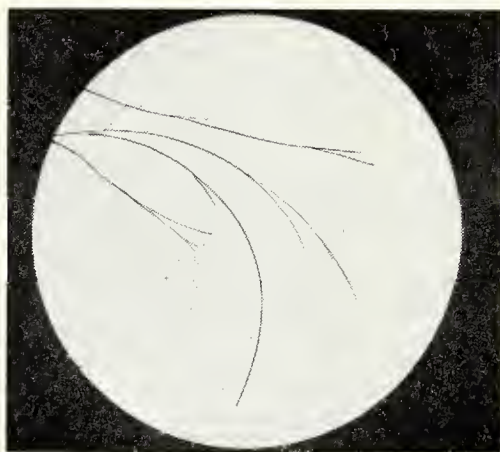
So a product that can mend split ends sounds like a very welcome innovation, especially when it's a simple shampoo like Protein 21 and not a tedious extra hair treatment. If you are still a little incredulous about it, remember that in this day and age manufacturers can't make claims for their products lightly—especially positive ones like this. In an interview with *Beauty Business*, Gerry Mulford, Mennen's Managing Director, confirmed: "We had to substantiate the product claim with laboratory tests and photographic evidence in countries all over the world before Protein 21 could be marketed."

There isn't anything new about protein in a shampoo, so what's different about this one, we asked? "There are many, many kinds of protein", Mr Mulford explained, "and countless different permutations. The combination in our shampoo is unique—and it mends split ends."

How does it work? "That's a question I had to ask our research chemist in the States," he said, "and the answer is that as water brings the split ends together, the proteins in the shampoo adhere to the damaged sites, holding the splits closed."

"A point I would like to add," said Mr Mulford, "is that apart from mending split ends Protein 21 is an excellent shampoo. In our initial research, 70 per cent of women who tried it said they liked the fragrance, the lather and the way it left their hair shiny and manageable."

Mennen are so convinced that they have a winner on their hands that they are launching Protein 21 nationally without a test market, and spending £300,000 on advertising. This includes a series of amusing radio commercials with the theme



"I've got the frizzy blues" (the term "split-end frizzies" is being used in all the advertising, explains Gerry Mulford) and TV commercials and magazine ads featuring a new and very attractive young actress called Lynne Frederick. Lynne, who at only 17 has already been given leading roles in two major films and appeared on many television plays, has the most beautiful long dark hair.

From L'Oreal: on greasy hair

On a random shopping street in any British town as many as one woman in three suffers from the same problem—greasy hair. Altogether over five million women (and no one has counted the men!) slavishly shampoo every second day or so. It's not a problem confined to blondes or brunettes or defined by hair texture or length, although it is more apt to occur in the teens and twenties.

Greasy hair is weak—often so weak that a set drops out in a very short time. This weakness is the result of excessive oil that inhibits the vital process known as keratinisation (hardening of the new hair in the root). The oil, scientifically called sebum, is a buttery waste produced in the bloodstream and disposed of through the sebaceous glands in the scalp. A normal amount of sebum lubricates the scalp for healthy growth and produces gleaming highlights.

Greasy hair is the direct result of too much sebum being secreted through over-active sebaceous glands. Such hyper-activity is sometimes a matter of age, a disturbance of body chemistry (and is not

helped by a diet too heavily overloaded with rich, fatty foods). To compound the problem, greasy hair is a shelter for dandruff and bacteria, sometimes believed to be connected with acne in adolescence.

In curbing greasy hair, the amount of sebum must be regulated to balance harmoniously with the protein and water in the scalp; the protein-oil-water ratio, as the experts call it. L'Oreal have patented a formula that transforms greasy hair into normal, healthy hair. The L'Oreal scientists discovered a way of using the essential ingredient needed for the treatment of greasy hair—sulphated amino acid—so that its special properties are most effective when they latch on to the hair and scalp.

The formula is called Reban and is available in two forms—treatment shampoo and setting lotion. Extensive testing proved that regular use of Reban made shampooing a once-a-week routine in many cases—even when washing every one or two days had been the norm. Reban's exclusive shampoo formula goes right to the heart of the problem, controlling the oil output of the scalp by reducing the size of each tiny sebaceous gland. The setting lotion sheathes each hair with a light film to prevent oil penetration, thus a set stays much longer.

In addition to following a course of treatment, there are some valuable "do's and don'ts" on the subject of handling greasy hair that you can pass on to your customer. It is important to emphasise that special care should be taken to avoid making the condition worse:

- ☐ Do make sure that brushes, combs and rollers are kept scrupulously clean
- ☐ Do check your diet. A very rich, fatty diet can over-work oil glands in the scalp
- ☐ Don't use very hot water when you wash your hair
- ☐ Don't handle the hair more than necessary between shampoos
- ☐ Don't rub the scalp too vigorously when shampooing. This makes the sebaceous glands over-active, causing extra scalp oils to flow.

From Demuth: on dry shampoos

For a customer whose hair looks jaded, but who has no time to wet wash her hair, recommend Gem Instant Mist Shampoo. She needs only to spray on a little Gem, wait for a few minutes while it absorbs grease and grime just like a special kind of blotting paper, then brush it out again. It leaves hair shiny and clean, and it's medicated, too. What's more it won't harm a precious hair set. In fact it revives it.

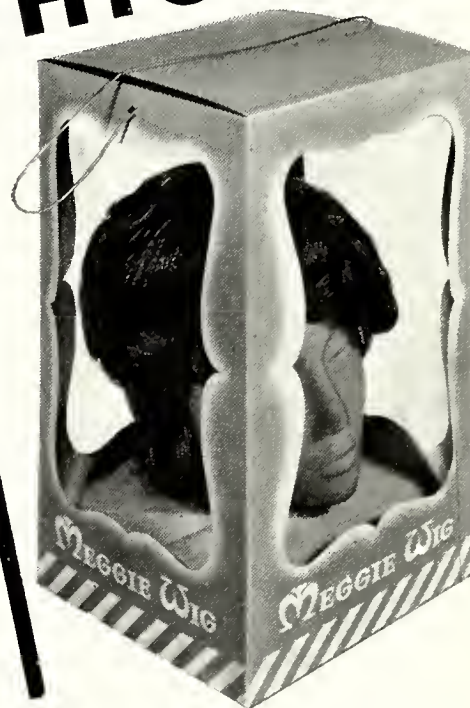
Gem is as good for flyaway hair as it is for greasy locks, lubricating the hair shaft and leaving it soft and manageable. Incidentally, it also cleans wigs and hair-pieces beautifully.

New prices for Gem are £0.40 for the aerosol can which holds enough for 25 treatments, and £0.16½ for the handbag puffer pack.

MEGGIE WIGS



AHEAD IN FASHION!



GET WITH IT! Join the many Chemists throughout the country who find great profit in offering our range of up-to-the-minute fashion wigs. Superbly created in washable synthetic fibres.

Drop us a line or give us a call for full details of the complete range. Eager representatives are available to assist you with displays and ensure that there's no delay delivering orders!

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INTER-ALIA PHARMACEUTICAL SERVICES LTD

RAPHAEL HOUSE, 226 HIGH STREET NORTH, LONDON E.6.
Phone: 01-552 4344 Cables: Intalpharm London, E.6.

The new sham

Suddenly.....women are becoming more hair cosmetic conscious so we have created a range of new generation shampoos which are superior both in quality and presentation to anything on the U.K. market.

The quality is unique. Each of these shampoos will be a winner but Satin Foundation Shampoo is the most exciting of the quartet.

It is a *completely new* type of shampoo. Satin Foundation Shampoo has an Ampholyt base which helps stop fly-away hair and makes *all* types of hair more

receptive to other treatments in particular conditioners and setting lotions — even coloured setting lotions. We all know the market for them is booming.

In sachets, and shatterproof bottles with the new flip-top dispenser (unique to Wella) which makes the business of measuring out quantities very much easier.

The new generation of shampoos will be heavily supported by an unusual and highly persuasive advertising campaign. Start selling now.



Wella—we know about hair.

la



her's hair by
dy Schick
auty Salon.

Groom's hair by
Schick Men's
Styling Dryer.

Bride's hair by
Carmen Heat
Retaining Rollers.

Bridesmaid's face
by Lady Schick
Facial Sauna.

Supplement to Chemist and Druggist



We're out to soften them up.



With 8p.OFF the large size of Vaseline Intensive Care Lotion. 5p.OFF the Medium.

With these amazing price slashes, you can't fail to get sky-high profits from Vaseline® Intensive Care Lotion – the most successful hand lotion that's ever been launched.

■ Vaseline Intensive Care Lotion has just come hot from the U.S. and Canada—where it's become Number One brand in less than a year.

■ And now we're getting the same first rate performance nationally in the U.K.

■ Vaseline Intensive Care Lotion has the biggest support that any hand lotion has ever had.

Here are our softening up techniques

■ We're having a great response with the 5p. OFF coupon in Family Circle.

■ There's just been a powerful press campaign running in Women's Magazines and the National Press.

■ With these amazing price slashes, we're really going to move stocks off your shelves in a big hurry. And what's more, these cuts don't mean any cut at all in your unit profit.

■ And to back all this up, there's a whole page in 'Shopping' magazine plus an intensive national television burst soon. Timed to speed up traditionally high autumn sales. Then there's more to come in the New Year to keep winter sales rolling.

So stock up now with plenty of Vaseline Intensive Care Lotion.

Or you're sure to miss out on runaway sales.



MADAM! YOUR HANDS ARE SHOWING

As a salesgirl behind a beauty counter your hands are always on show: and, as a specialist in the beauty business, you'll be a very poor advertisement for the goods you sell if your nails are grubby and stubby, and your hands red and roughened. Hands and nails deserve the same regular care you give to your hair, and should have the same loving attention you pay to your make-up.

What to do about it? To start with, it is important to appreciate that women lead busy lives these days and their lives are full. Most women have a full-time job, whether as a business girl, in a profession or as a housewife. And, used in every job a woman undertakes during her working day, are her poor, hard-working hands.

Yet hands and nails are very vulnerable. Beneath the skin of the hands are fewer oil glands than on any other part of the body. (Which is why a nourishing, moisture-replacing lotion or cream should be used two or three times a day.) Nails are used for all kinds of tough, rough jobs

that can weaken the nail tip and cause splitting, flaking and breaking. (Which is why nails need nourishment and protection.)

There is a certain similarity between your nails and your hair. Both are protein growths, and both contain a proportion of keratin in their make up. The hard transparent nail plate is attached only loosely to the nail bed beneath, and it allows the underlying blood vessels to show through giving the nails their characteristic pale pink gleam. At the base of the nail is a fine, elastic membrane called the cuticle, which acts as a protective barrier to prevent dirt reaching and damaging the growing nail in its bed. Above the cuticle is the half moon where the nail plate adheres most firmly to the finger.

10 finger tips

□ Remember that a nail takes just about four months to grow, so nails that are brittle or splitting won't suddenly improve three or four days after you

have started giving them all the care they need.

- The embryo nail is directly under the cuticle, so that the way you care for your cuticles will be reflected in the way that your new nails grow.
- Nails need to breathe, and only the nail tip is dead. So leave a hairline between the cuticle and your nail varnish to provide a breathing space.
- Ridges on the nails indicate that they have been damaged during growth.
- White spots or flecks on the nail can also indicate an injury: perhaps as a result of a knock the layers of nail have separated and water has been able to seep in. These flecks can be disguised with nail varnish, but can't be cured . . . patience is needed until they grow out.
- Diet deficiencies affect the nails' growth. They need vitamin D particularly, and a course of cod liver oil like that produced in the Seven Seas range could be helpful.

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- ☐ Poor circulation and cold weather both retard nail growth so that stimulating the circulation will show in the health of the nail.
- ☐ Healthy nails are dependent on the body supplying them with sufficient amino acids, and an illness, or even a rundown condition, will cause your body to re-direct these to the part of your anatomy most in need of them.
- ☐ The nail plate is made up of scaly layers held together with only a hint of moisture and fat, so that anything that throws this oil-moisture off balance—like hands in and out of water a dozen times a day—will weaken the natural structure of the nail.
- ☐ Vertical ridges on the nails are a sign of acidity which is inclined to make the cuticle stick to the nail base. Once a day lift the cuticle with a rubber-tipped orange stick to release acid impurities.

Two-in-one

Proteinail (see picture at right) is a hand and nail cream that is a boon to busy girls because it is designed to nourish both the skin of the hands *and* the nails at the same time. This protein-rich cream, originally developed in Hollywood laboratories, is currently on offer . . . two tubes for the price of one. A great incentive for new users to try the product out.

Nail biting situation

Nail biting situations *can* be fun or thrilling or exciting. But the situation of the nail biter is bitter. Nail nibbling is a habit they just can't seem to kick . . . yet they hate the look of their unsightly nails. If you are hooked on the nail biting bit or are asked to recommend a remedy for a customer suggest Stop It, which is marketed by John Bell, Hills & Lucas Ltd. Stop It is a colourless liquid, comes in a small bottle with its own built-in brush and is as easy to apply as nail varnish. It can be applied frequently without harming the nail but its pungently bitter taste is a powerful deterrent.

Nail buffing

Your nails, like your skin, need regular stimulation as well as thorough cleansing and nourishing to keep them healthy. Once upon a time every beauty conscious woman counted a nail buffer of fine leather or chamois amongst her manicure accessories. Sad to relate, the habit of buffing the nails with a steady, one-way stroke to stimulate the circulation of the nail bed and encourage a smooth shine seems to have become overlooked.

One of the oldest established nail care products on the market, Demuth's Carnate understands the necessity of stimulation and is formulated to double as both a conditioner and a polish. Just a speck of pale pink Carnate paste dotted on each nail and then buffed either with a buffer or on the palm of the hand, works like a charm.

Carnate's nutritive oils prevent brittle or split nails, and help to mend those already flaked or broken, whilst its natural minerals give a long-lasting and water-proof polish. It also acts effectively as a



protective undercoat before the application of nail lacquer. Into the bargain the product is economical and a pot will last for six months' of daily applications.

Intensive care

As we've already said, hand care needs to be regular to show real results, and one of the newest products on the market dedicated to hands is Vaseline Intensive Care Lotion which has a formula specially designed to control and prevent dry skin conditions. This cool, light lotion blends emollients and moisturisers so that they smooth straight into the skin to soften and protect it.

New line

Nails differ in size, shape, degree of roughness and texture: it is therefore almost impossible to offer one single type of polish possessing all the essential qualities of easy application, good holding and durability that will give the perfect result on every type of nail.

Undoubtedly, however, if the nail is first properly prepared to take the final polish, results are far nearer perfection.

It is for this purpose that Juvena have created Nail Fortifier which, used as a Base-coat, is intended to strengthen the coating of nail polish and improve its hold on the nail. It dries quickly and becomes harder than the polish itself.

Nail fortifier should also be used as a top coat for it will give greater sheen, a richer colouring, a thicker protective film and a greater resistance to chipping.

Nailoid trio

Another firm who have created a whole range of products dedicated to keeping the hands in tip-top condition is Nailoid. Nailoid Cream—an old favourite just recently re-packed (see details on page

18)—is a rosy pink, soap-based jelly which contains lanolin to condition and strengthen the nails.

Applied liberally it will remove stains and, as it is an anti-acid it will also help to dissolve accumulations of acid around the nail bed to ensure healthy, pliant cuticles. Nailoid Nail Hardener is a colourless liquid which should be painted on to the nail tips only, where it will by bonding together the different layers of the nail, harden and strengthen the tips.

Detergent-softened nails need the help of this kind of hardener as do nails that split at the sides where the curve of the fingernail tip should begin.

Last of the Nailoid trio is their Lemon Hand Lotion which comes in a bottle together with an economical "measured-dose" applicator.

Tops for tips

Once nails are healthy and strong, what about the gilt on the gingerbread—their colouring?

Colours for the coming winter season promise to be a little stronger than for some time. Woltz Italiana have launched a colour range they have christened Red Hot, and which includes such shades as Torrid Flame, Gold-Gold and a superlatively clear red—Mandarin. Another red hot colour in their classic pearly range was inspired by Mexico and is colourfully called Banderillas.

Juvena's new nail colours number twenty-four—twelve in the cream type and twelve pearl. Although they are poetically named, from Burnt Sand and Flamingo Rose to Sweet Tangerine and Crazy Red in the cream enamels, the shades have been chosen to harmonise with today's fashion colours.

Elizabeth Arden's latest aid to fingertip grooming is their Salon Formula Nail Enamel and, as from next month, they will be promoting three new shades to blend with the fashion story of autumn 1971. A browned orange called Burnt Orange: a deep dusky pink called Smoked Rose and Cinnamon Crisp which is a pearly browned pink. Coty go along with their lipstick shades and match the vibrant, opulent colours with cream enamels in Venetian Red, Castilian Clay and Royal Plum. Whilst L'Onglex, with an eye to the younger, more way out customer, have a daring range of Sunburst colours now on the market. There is Pistachio too—a pale lime shade, as well as Sunburst Scarlet and Sunburst Plum.

Yardley have twelve shades in their Shimmerine nail polishes, including Mulberry Bush, Dusky Mauve and Mother-of-Pearl. Two thin coats of varnish are much more easily applied than one thick one, say Yardley, in promoting their non-chip polishes that dry in seconds.

Don't believe that old fortune teller's yarn that white flecks on the nails indicate that you are going on a journey. You know better now!

And don't believe that if you leave your nail parings around the witches may collect them to incant dire spells against you. (Anyway, good girls should never cut their nails, and mere nail *filings* wouldn't be good enough for witches!)

YOU'LL BE SELLING NOW

For fragrance

ROGER & GALLET Blue Carnation

Price: Spray Cologne £1.25, Eau de toilette £1.55, £0.95, Hand soap £1.12 for 3 tablets

Selling Peg: A new range from this famous French house: it is a true carnation fragrance with the distinctive spicy note of cloves, but is spiked with sparkingly fresh top notes.

COTY Emeraude

Price: from £0.60 to £5.50

Selling Peg: A new look for an old favourite: the range now includes hand and body lotion, talc, creamy skin perfume, eau de Cologne. Its fragrance is woody, musky and oriental in character relieved by the lighter tones of violet, lavender and lemon.

SHULTON Hot Pants Range

Price: from £0.75 to £0.95

Selling Peg: A completely new fragrance for the busy '70s. It is velvety and stimulating. The range consists of four products packaged in slim, bright silver boxes — there's Jet Spray Cologne, Cool Off Splash Cologne, Foam In bath bubbles and Come Clean body foam.

GOYA Meadowsong

Price: from £0.08 to £1.25

Selling Peg: A new range with a perfume which is natural and fresh. The products contain natural remedies and minerals which are found in the curative waters of famous French spas. Exquisitely packaged.

GIVENCHY Givenchy III

Price: from £2.50

Selling Peg: A floral chypre perfume, which comes in a specially designed container that will deflect all harmful ultra-violet light rays from the sun.

JUVENA Risqué

Price: from £1.55

Selling Peg: An elegant floral based fragrance — subtle, discreet and feminine.

For hair

MENNEN Protein 21 shampoo

Price: from £0.05 to £0.28

Selling Peg: A simple shampoo with a unique combination of the proteins that, used regularly, actually close up split ends. Available in formulations for dry, regular and oily hair.

RICHARD HUDNUT Poly Lady

Price: £0.19 to £0.80

Selling Peg: A new range of

hair preparations consisting of shampoo-in permanent colourant, hairspray, permanent wave and setting lotion.

ROSEDALE Lanospray

Price: £0.29 and £0.38

Selling Peg: A specially formulated hairspray without lacquer, but with a special new formula for holding without becoming sticky and flaky.

CHESEBROUGH-PONDS

Vaseline Cream Plus Conditioner Shampoo

Price: from £0.03 to £0.28

Selling Peg: An extra mild formula shampoo with added conditioners to leave the hair soft and manageable.

For men

YARDLEY Black Label

Price: from £0.52 to £0.74

Selling Peg: Black Label introduces three products initially. After shave in two sizes, shower talc with deodorant, and an anti-perspirant deodorant aerosol. Comes in elegant black and gold packaging.

TABAC-ORIGINAL Shampoo

Price £0.53 a tube

Selling Peg: A deep green coloured shampoo which ensures that the hair is left looking clean and healthy. Comes in a travel-easy tube.

GOYA Cedar Wood Hair Spray for Men

Price: £0.45

Selling Peg: A totally non-oily and non-greasy hair spray with an extra fine spray.

DUNHILL Cologne

Price: from £1.20

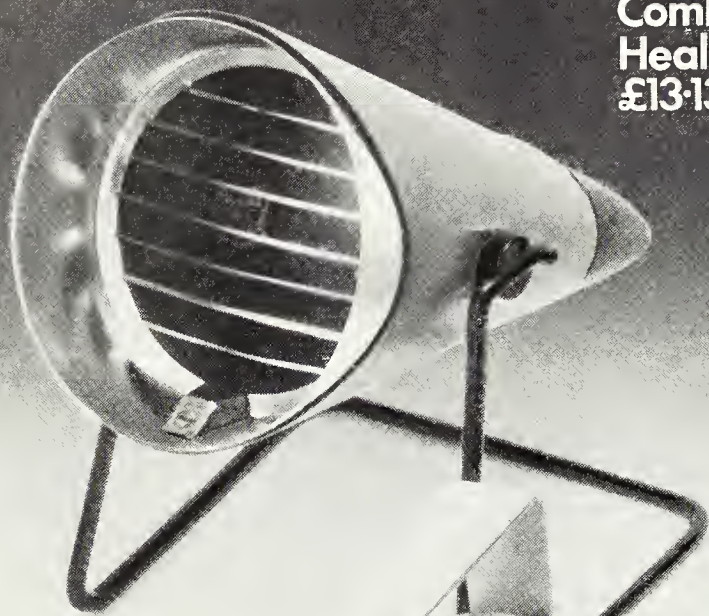
Selling Peg: Dunhill's classic toiletries for men are now presented in see-through packs.

Continued on page 18

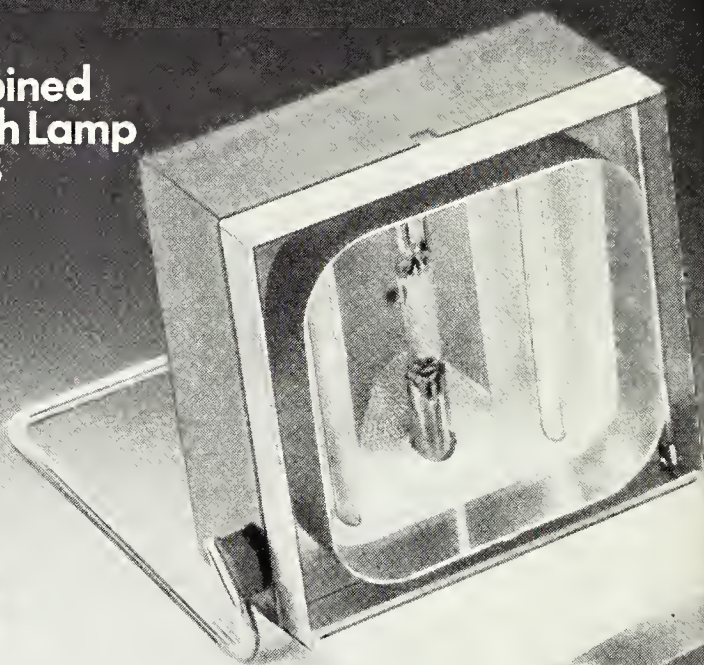


BEAUTIFUL PROPH

Infraphil Health
Lamp
£6.30



Combined
Health Lamp
£13.13



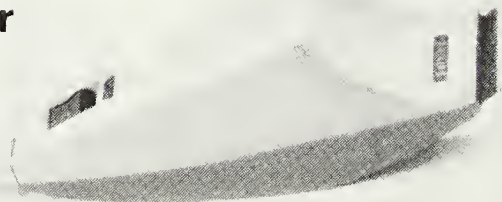
Ultraphil
Health Lamp
£10.33



Beauty
Set £12.11



Electric Hair
Clippers
£4.60



Ladyshave Standard
£4.04



Ladyshave
Beauty
£4.33

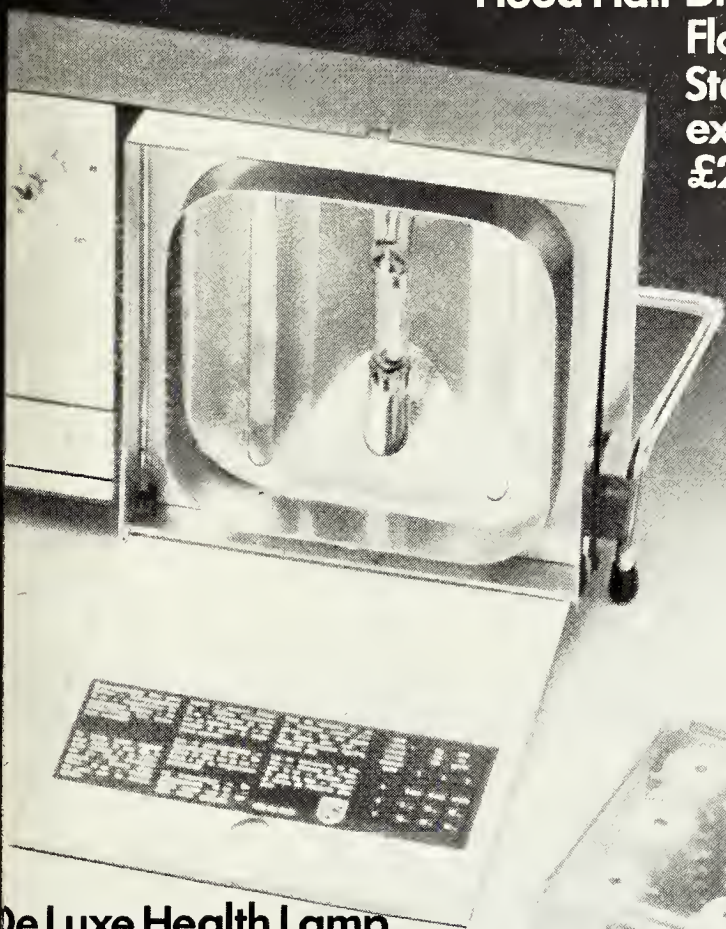


Ladyshave
De Luxe
£5.05

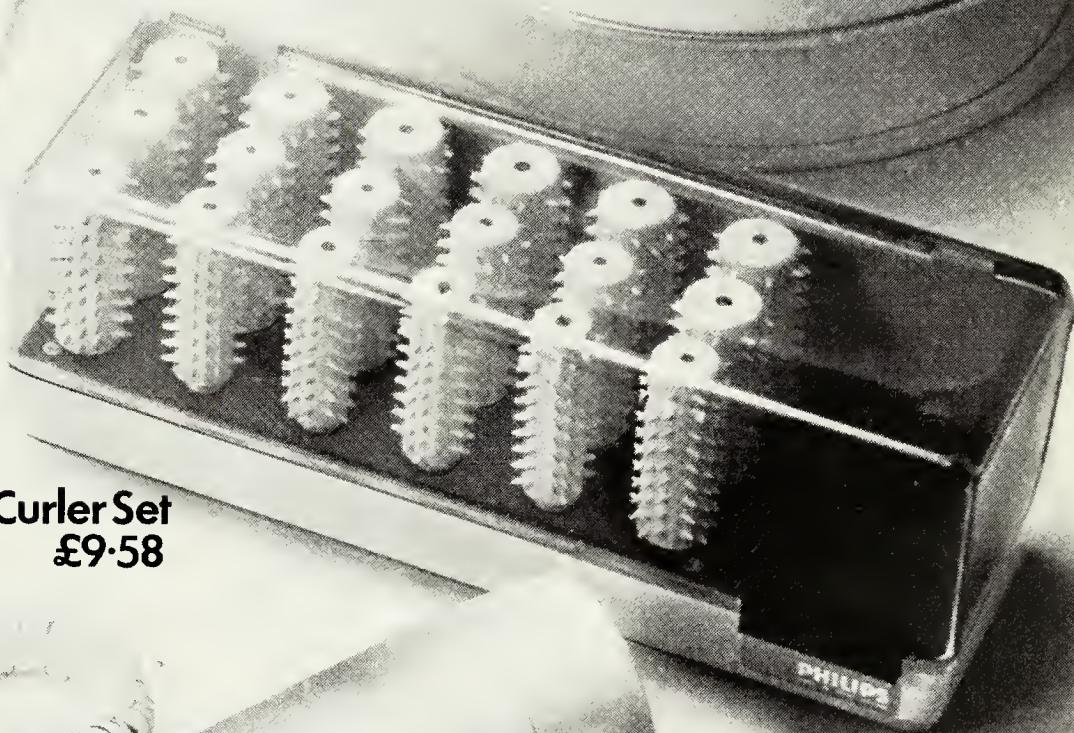
PHILIPS

MAKERS

Hood Hair Dryer £7.55
Floor
Stand
extra
£2.90



De Luxe Health Lamp
£17.16



Hair Curler Set
£9.58



Hand Hair Dryer
£5.29
(or £6.25
with hood
and hose)

Electric
Hair and
Massage Brush
£5.05

Ladyshave
Cordless £3.80

WE WANT YOU TO SELL THE BEST



YOU'LL BE SELLING NOW



Continued from page 15

For hands

RICHARDS & APPLEBY
Nailoid Cream

Price: £0.12 and £0.25

Selling Peg: This old favourite for nail care has been given a new up-dated look. The rose coloured and lanolin-enriched cream does everything for them except supply the polish.

For the eyes

MINERS Autoliner

Price: £0.35

Selling Peg: Autoliner comes in a slim, ready-to-use pack—just unscrew the wand and paint on to the eyelid. Available in mauve, slate-blue, grey-green and light brown.

JUVENA Eye Shadow Twin Set

Price: £1.36

Selling Peg: A chic little case containing twin shade combination eye shadows. Comes in

colours like beige and brown, taupe and olive, blue and turquoise, gold and silver.

GALA Instant Liner

Price: £0.75

Selling Peg: A new automatic eyeliner which comes in a deep blue case with a gold applicator wand: the soft hair brush makes eye lining simple. Available in black, brown and azure shades.

For the face

COTY Air Spun

Price: £0.60 to £0.80

Selling Peg: A new range of face make-up consisting of fluid make-up, matte make-up, finishing powder and pressed powder.

MAX FACTOR Brush-on-Blusher

Price: £0.99

Selling Peg: Three soft, pretty brush-on blusher shades to colour and shape the face with a natural-looking blush. Available in blushing peach, blushing amber and blushing pink.

ANNE FRENCH Moisture Cream Cleanser

Price: £0.35

Selling Peg: This well-known product is now available in a new, unbreakable, white jar. Much more economical.

MARY QUANT Greasespots

Price: £0.60

Selling Peg: Pots full of eye and lip colour. Greasespots for the big shiny eye look are available in Olivepot, Plumpot, Inkpot, Smokypot, Chocpot, and Fleshpot; and for lips—Jampot, Honeypot and Pinkpot.

For bath 'n after

GERMAINE MONTEIL

Super Moist Body Fluff

Price: £2.85

Selling Peg: A fragrant moisturiser to lubricate and protect the body. Presented in an aerosol.

BRONNLEY Herb Bath Foam

Price: £0.58

Selling Peg: Bath Foam, with oil, to use with Bronnley's Country Herb Soaps: available in Melissa, Camomile and Rosemary fragrances.

SCOTT & BOWNE Fenjal Beauty Soap

Price: £0.33

Selling Peg: Fenjal Beauty Soap is now available in two new fragrances Fresh and Jasmine.

RECKITT & COLMAN All Over Softly body shampoo

Price: from £0.07 to £0.39

Selling Peg: Apply this fragrant pearlised pink liquid with a sponge to cleanse the skin and leave it soft and smooth.

For hygiene

KIMBERLEY-CLARK Kotex Tampons

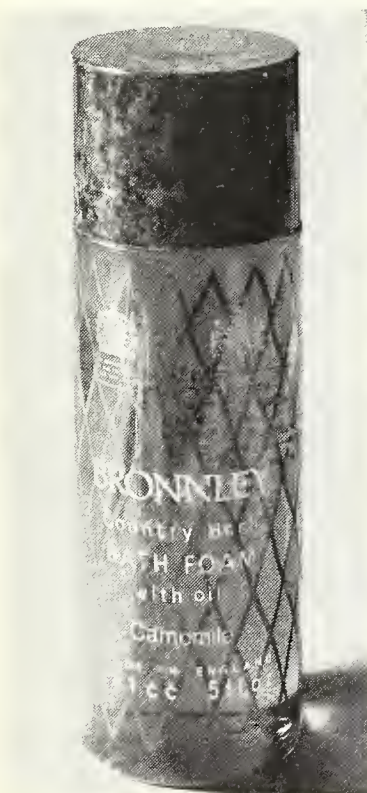
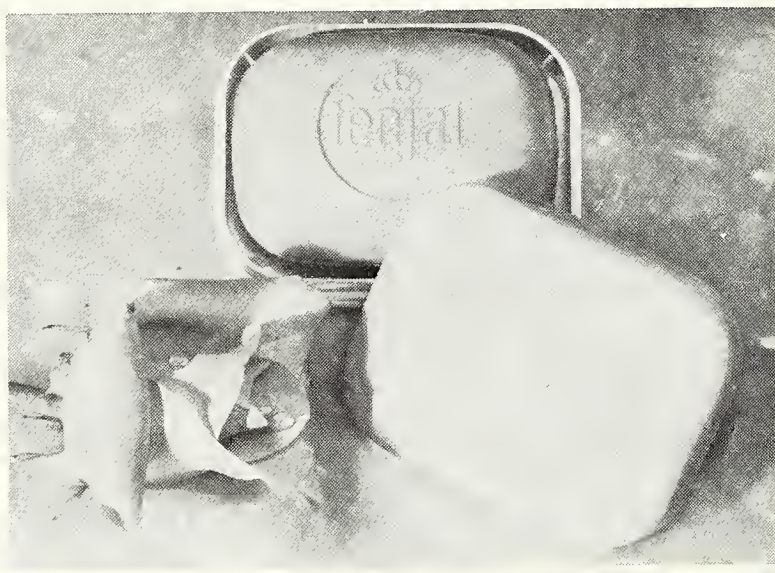
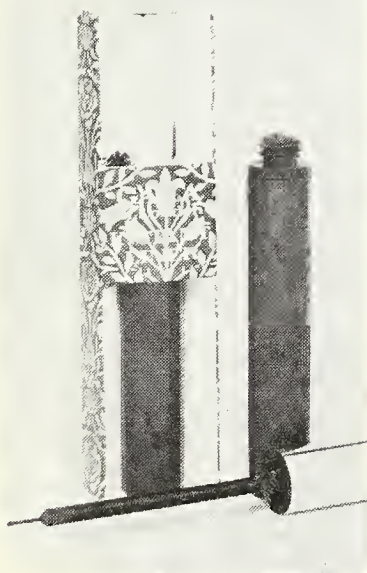
Price: £0.15 and £0.53

Selling Peg: A new tampon which completes the Kotex range of sanitary protection products. It has a new insertion guide and a tapered end for easier and more comfortable insertion.

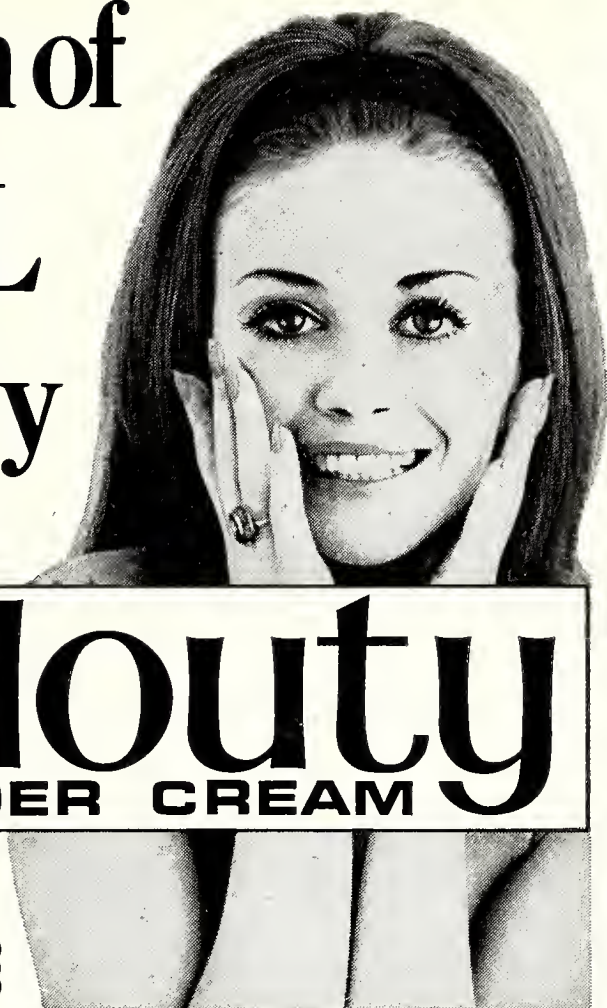
RICHARD HUDNUT Bidex

Price: Deodorant spray £0.40. Spray Talc £0.55, Tissues £0.15 and £0.27

Selling Peg: Bidex Deodorant Spray, which comes in an aerosol containing a month's supply, is now available in a choice of three fragrances Naturelle, Fraiche and Delicate. The cleansing tissues and talc have been given new packaging.



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TUBES No 3 22p each (Trade £1.30 doz.)
PLASTIC JARS 38p each (Trade £2.36 doz.)

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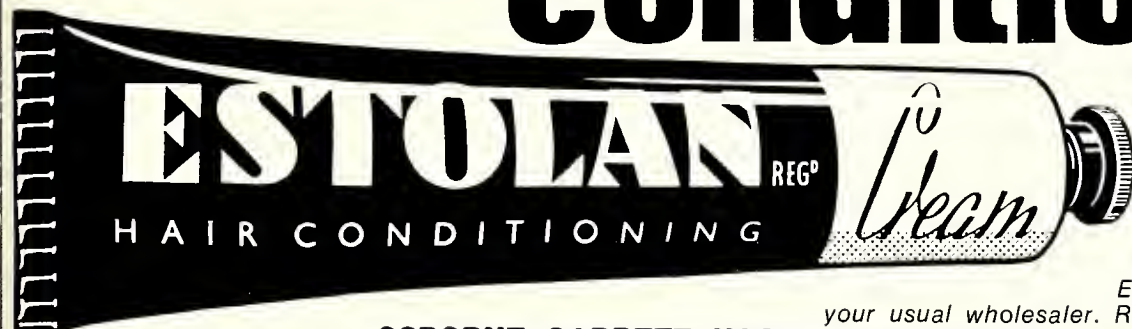
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